

Name _____
Psychology 144 (now 155)
Dr. Robert Sommer

ID# _____
First Midterm Exam A
Feb. 2, 1998

Directions: Answer all multiple choice questions on your Scantron sheets (1 credit each). Select the best answer to each question.

Answer two (2) essay questions in your blue book.

1. According to the Weber-Fechner law, the amount of a stimulus necessary to be noticed as a difference is proportionate to the:
 - a. individual's adaptation level.
 - b. mental set (attitude) of the observer.
 - c. base level of stimulation.*
 - d. size of the difference.
 - e. level of environmental awareness.

2. Brunswik's probabilistic theories of perception emphasized the importance of:
 - a. innate (instinctive) patterns.
 - b. past experience.*
 - c. wholistic perception.
 - d. similarity and proximity.
 - e. novelty.

3. According to the Gibson's theory of perception:
 - a. the whole is greater than the sum of its parts.
 - b. many basic aspects of environmental perception do not have to be learned.*
 - c. the figure appears to have a definite form whereas the ground is much less definite.
 - d. people see the world as they want it to be.
 - e. perception is influenced from beyond the focus of awareness.

4. A sub-field of psychology that emphasizes the use of natural observation is called _____ psychology.
 - a. social
 - b. environmental
 - c. transactional
 - d. ecological*
 - e. personality

5. People's tendency to see the world as they know it rather than the way it actually looks is due to:
 - a. continuity
 - b. figure-ground
 - c. constancy*
 - d. similarity
 - e. gestalt

6. The Gestalt principle that items which are close together in space will be grouped together as a pattern is called the principle of:
 - a. proximity*
 - b. similarity
 - c. continuity
 - d. size constancy
 - e. shape constancy

7. Adaptation follows the:
 - a. principle of similarity.
 - b. figure-ground relationships.
 - c. Weber-Fechner law.*
 - d. constancy principle.
 - e. demand principle.

8. After putting your hand in warm water, a dish of water of intermediate (neutral) temperature will appear cool. This illustrates the effect of:
 - a. figure-ground perception.
 - b. aufgabe.
 - c. perceptual constancy.
 - d. adaptation level.*
 - e. einstellung.

9. As defined in class, noise is a _____ term that is always _____.
 - a. physical - unpredictable
 - b. physical – unpleasant*
 - c. psychological - unpredictable
 - d. psychological - unpleasant
 - e. social - unpredictable

10. The phenomenological approach in environmental psychology puts major emphasis on:
 - a. observation of people.
 - b. experimentation.
 - c. mental mapping
 - d. hypnosis
 - e. self-report.*

11. All colors can be arrayed (displayed or described) in three dimensional space on the basis of:
 - a. hue, chroma, and brightness.
 - b. brightness, purity, and saturation.
 - c. hue, brightness, and purity.
 - d. saturation, brightness, and purity.
 - e. brightness, hue, and saturation.*

12. A term mentioned in class that deals with an active engaged consciousness is:
 - a. adaptation.
 - b. perception.
 - c. awareness.*
 - d. subliminal.
 - e. threshold.

13. The fact that people can perceive things that they are not consciously aware of is called:
 - a. Weber-Fechner effect.
 - b. connotative meaning.
 - c. denotative meaning.
 - d. figure-ground perception.
 - e. subliminal perception.*

14. According to the Weber-Fechner principle:
- if there is no smog, a small amount will be noticed.*
 - if there is no smog, it will take a large amount to be noticed.
 - if there is a lot of smog, a small increase will be noticed.
 - if there is no smog, someone will still claim to notice it.
 - if there is a lot of smog, it will go unnoticed.
15. _____ focuses on natural observation of people in their physical surroundings.
- Social perception
 - Ecological psychology*
 - Gestalt psychology
 - Environmental psychology
 - Behavioristic psychology
16. When a real estate salesman deliberately shows a potential customer the most expensive house first, the salesman is attempting to influence the customer's
- after image.
 - cognitive map.
 - overload capacity.
 - size constancy.
 - adaptation level.*
17. According to Gestalt theory, the _____ appears nearer to the observer than the _____.
- whole - part
 - part - whole
 - similar - different
 - closed - open
 - figure - ground*
18. Some researchers, when they want to interview people about their images, will begin first by demonstrating to the person:
- optical illusions.
 - deck of cards.
 - eidetic images.
 - negative after images.*
 - synesthesias.
19. Mental rehearsal is the technical name for the specific exercise of imagination intended to improve:
- visual imagery.
 - creativity.
 - motor skills*.
 - memory.
 - cognitive maps.
20. To make a realistic painting of an object, a painter must;
- photograph it first.
 - ignore constancies of perception.*
 - imagine how it will appear in three dimensions.
 - see it upside down.
 - paint it how he knows it to look.

21. The first scientist to systematically study people's imagery was;
 - a. J.J. Gibson.
 - b. E.B. Titchener.
 - c. J.B. Watson.
 - d. Sir Francis Galton.*
 - e. S. Freud.

22. When a person looks intently at a colored square and then looks away and sees the complementary color, this experience is called a(n):
 - a. negative after image.*
 - b. hallucination.
 - c. eidetic image.
 - d. percept.
 - e. Aufgabe.

23. When words or numbers arouse tastes, odors, and sounds in people, this is called:
 - a. eidetic imagery.
 - b. synesthesia.*
 - c. creative visualization.
 - d. simulation.
 - e. mental rehearsal.

24. People who are able to multiply 10-digit numbers in their minds are sometimes called:
 - a. after imagers.
 - b. positive imagers.
 - c. retentive visualizers.
 - d. lightning calculators.*
 - e. quantitative thinkers.

25. Distinctive elements that set one building or area apart from others are called:
 - a. cognitive maps.
 - b. superfeatures.*
 - c. nodes.
 - d. after images.
 - e. ground elements.

26. City residents who live downtown tend to overestimate the distance:
 - a. between buildings.
 - b. within buildings but on the same floor.
 - c. within buildings but to different floors of the building.
 - d. to other downtown locations.
 - e. to outlying areas.*

27. Cognitive maps are the meeting place of:
 - a. geography and psychology.*
 - b. architecture and psychology.
 - c. architecture and city planning.
 - d. city planning and economics.
 - e. psychology and sociology.

28. A building is seen most of the time by people who are:
- physically disabled.
 - looking at it from odd angles.
 - in motion.*
 - judging it in aesthetic terms.
 - very good visualizers.
29. The white-blue bright image that a person sees after a flash bulb has gone off in front of her is:
- a negative after image.
 - a positive after image.*
 - synesthesia.
 - hypnogogic imagery.
 - a gestalt.
30. Research has found that, compared to verbalizers, visualizers on average:
- have higher IQ.
 - have lower IQ.
 - are better at recalling details in scenes or pictures.*
 - are better at remembering concepts.
 - have a lower rate of mental illness.
31. According to the class lecture on imagery, people who think in pictures:
- often confuse images with reality.
 - are better than most people in arithmetic and algebra.
 - often doubt that other people do not think in pictures.*
 - are able to see 4 or 5 dimensions.
 - all of the above.
32. _____ noise is more unpleasant and distracting than _____ noise.
- Irregular and predictable; continuous*
 - Continuous; unpredictable
 - Irregular; unpredictable
 - Irregular and unpredictable; continuous
 - Unpredictable; continuous
33. Annoyance with noise increases with the:
- temperature.
 - sensory threshold.
 - social stimulation in the environment.
 - size of the room.
 - decibel level.*
34. A TV reporter declares that smog isn't so bad because it improves the sunsets in Southern California. In the terms used in class, the reporter is engaged in:
- the Weber-Fechner law.
 - environmental numbness.
 - adaptation level.
 - romanticizing pollution.*
 - the blue sky illusion.

35. In an experiment, researchers found that people were more likely to _____ in a noisy environment.
- feel more crowded.
 - be more social.
 - be more affectionate to others.
 - be less energetic.
 - be less helpful to others.*
36. Environmental psychology is the study of transactions between individuals and _____.
- their work places.
 - the natural environment.
 - their physical settings*
 - other people in the context of certain environments.
 - sensations.
37. In finding principles, it is common for environmental psychologists to _____.
- support a single theory.
 - use multiple methods*
 - avoid using theories.
 - develop a different theory for each problem.
 - conduct laboratory experiments.
38. In a 1950s study that came before the formal development of environmental psychology, Maslow and a colleague found that photos of people were rated more positively:
- in a beautiful room than in an ugly one.*
 - in quiet surroundings compared to noisy surroundings.
 - in natural settings than in the city.
 - when raters were not crowded compared to when they were.
 - when people made their ratings in a dark room.
39. In interactionism, the person and the environment are considered to be _____, whereas in transactionalism they are considered to be _____.
- whole; parts
 - dynamic; static
 - inclusive; separate
 - simple; complex
 - separate; a single entity*
41. Environmental perception differs from traditional perception in that environmental perception emphasizes:
- large scale scenes*
 - properties of stimuli
 - landscapes
 - stationary objects
 - images of human figures
42. As described in the textbook, the reason the Bambuti Pygmy thought the buffalo were increasing in size when they approached was a lack of:
- size constancy.*
 - contact with buffalo.
 - distance estimation.
 - retinal image disparity.
 - retinal parallax.

43. Gibson's theory of perception is that certain arrangements of cues give the perceiver _____.
- perfectly valid cues
 - direct immediate perceptions*
 - elemental building blocks of perception
 - faulty information
 - subliminal perception
44. 45. In the phenomenology of place, the particular experience of topophilia refers to:
- alienation from places.
 - emotional attachment to places.*
 - holistic meaning of places.
 - the whole is more than the sum of parts.
 - none of the above.
46. Lynch's concept _____ refers to the ease with which a setting may be recognized and organized.
- paths
 - cognitive maps
 - legibility*
 - achievement
 - novelty
- 47.
48. According to the textbook, environmental description might best be left to _____.
- biologists
 - poets and novelists*
 - real estate agents
 - environmental activist groups
 - corporations

ESSAY QUESTIONS:

Answer two (2) of the following questions in your blue book:

1. Discuss the advantages and disadvantages of a workshop approach for developing environmental awareness. (Note that the question includes disadvantages.)
2. Describe 5 factors that increase the likelihood that a sound will be perceived as unpleasant.
3. Describe 5 ways in which cognitive maps can be used in design and environmental planning.

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