

Name \_\_\_\_\_  
Psychology 144 (now 155)  
Term \_\_\_\_\_  
Professor Sommer

ID# \_\_\_\_\_  
Form B - First Mid-  
Feb. 1, 1999

Answer all the multiple choice questions on your Scantron. Select the best answer for each question.  
Answer the essay questions on the reverse (blank) side of the question sheets.

### Multiple Choice Questions

1. Gestalt theories of perception emphasized:
  - a. principles of perceptual organization.\*
  - b. the importance of motivation and expectation in perception.
  - c. what objects in the environment have to offer the person.
  - d. in-depth exploration of the complex ways that an individual views the world.
  - e. cognitive mapping and wayfinding.
  
2. The theory of probabilistic functionalism (Brunswik) emphasized:
  - a. principles of perceptual organization.
  - b. the importance of motivation and expectation in perception.\*
  - c. what objects in the environment have to offer the person.
  - d. the formation of whole figures.
  - e. environmental attitudes.
  
3. Phenomenological theories of perception emphasize:
  - a. principles of perceptual organization.
  - b. the importance of motivation and expectation in perception.
  - c. what objects in the environment have to offer the person.
  - d. the importance of subliminal perception.
  - e. in-depth exploration of the way a person views the world.\*
  
4. According to the Weber-Fechner Law, the amount of stimulus necessary to be noticed as a change is proportionate to the:
  - a. individual parts.
  - b. whole figure (gestalt).
  - c. number of affordances.
  - d. base level of stimulation.\*
  - e. number of sensory modalities involved.
  
5. For an environmental psychologist to test peoples' responses to pictures of different types of landscapes is to use the method of:
  - a. systematic observation.
  - b. behavioral mapping.
  - c. cognitive mapping.
  - d. simulation.\*
  - e. field experimentation.
  
6. Gibson's theory of affordances emphasized:
  - a. principles of perceptual organization.
  - b. the importance of motivation and expectation in perception.
  - c. what objects in the environment have to offer the person.\*
  - d. the importance of subliminal perception.
  - e. cognitive mapping and wayfinding.

7. The linguistic root for the word “awareness” is the same as the root for:
  - a. warehouse.
  - b. warfare.
  - c. warning and warden.\*
  - d. perception.
  - e. whole figure.
  
8. The Gestalt principle that items which are alike in shape or color will be perceived as a pattern is called the principle of:
  - a. proximity.
  - b. similarity.\*
  - c. constancy.
  - d. continuity.
  - e. closure.
  
9. Which of the following theories of perception put most emphasis on direct information from the environment?
  - a. proximity.
  - b. affordances.\*
  - c. probabilistic functionalism.
  - d. similarity.
  - e. gestalt
  
10. A study conducted on the Sonoran desert between Mexico and the U.S. found that children who watched TV programs, including nature shows, had \_\_\_\_\_ knowledge of local plants and animals than did their grandparents.
  - a. more
  - b. less\*
  - c. the same amount of
  
11. The \_\_\_\_\_ theory of perception gives the individual a particularly active role in the perceptual process.
  - a. gestalt
  - b. subliminal
  - c. Weber-Fechner
  - d. ecological
  - e. probabilistic functionalism\*
  
13. According to the Gestalt principle of \_\_\_\_\_, individuals overlook minor imperfections or breaks in a figure to see it as a whole.
  - a. similarity
  - b. proximity
  - c. closure\*
  - d. figure-ground
  - e. affordance
  
15. As described in class, the major dimensions of imagery are:
  - a. vividness and emotion.
  - b. vividness and cognition.
  - c. vividness and whole figures.
  - d. whole figures and parts.

- e. vividness and control.\*
16. According to Gestalt psychology,
- a figure appears nearer to the observer than does the ground.\*
  - a figure appears further away than the ground.
  - the figure and ground are seen as equally distant from the observer.
  - the figure is seen as under the ground (depth psychology).
  - the ground appears to have definite form while the figure is much less definite.
17. After putting your hand in warm water, a dish of water of intermediate (neutral) temperature will appear cool. This illustrates the effect of:
- figure-ground perception.
  - aufgabe.
  - perceptual constancy.
  - adaptation level.\*
  - einstellung.
19. Researchers have found that \_\_\_\_\_ noise is more unpleasant and distracting than \_\_\_\_\_ noise.
- irregular; unpredictable
  - unpredictable; irregular
  - regular; unpredictable
  - irregular; continuous\*
  - continuous; unpredictable
20. Ecological psychology is a branch of environmental psychology that emphasizes:
- wholistic perception.
  - meaning coming directly from the environment.
  - qualitative research (ethnography)
  - natural observation.\*
  - independent and dependent variables.
21. Adaptation follows the:
- Einstellung principle.
  - subliminal curve.
  - Weber-Fechner law.\*
  - decibel effect.
  - after image effect.
22. The sensation of color is dependent upon three basic factors. One of these is the wavelength of light, which results in the perception of:
- purity.
  - hue.\*
  - brightness.
  - saturation.
  - size.
23. To study the distribution and density of people in a park, an environmental psychologist would probably use;
- observation.\*
  - a questionnaire.
  - interview methods.
  - archival data.
  - simulation.

24. The sensations of color are dependent upon the following three basic factors:
- distance, lighting, and hue.
  - size, contrast, and hue.
  - brightness, hue, and saturation.\*
  - frequency, intensity, and hue.
  - hue, intensity, and background.
25. In Kevin Lynch's system of classifying elements of city cognitive maps, which was not included?
- paths
  - edges
  - districts
  - nodes
  - home ranges\*
26. Kevin Lynch described the ease with which a setting can be recognized and organized by people as its \_\_\_\_\_.
- cognitive map
  - affordances
  - mode
  - probabilistic function
  - legibility\*
27. Cognitive maps are the meeting place of:
- geography and psychology.\*
  - architecture and psychology.
  - architecture and city planning.
  - city planning and economics
  - psychology and sociology
28. Through repeated experience people adapt to stimuli so that the stimuli appear less:
- intense.\*
  - constant.
  - similar.
  - close together.
  - subliminal.

29. Distinctive elements that set one building or area apart from others are called:
- cognitive maps.
  - superfeatures.\*
  - nodes.
  - after images.
  - ground elements.
30. When a person looks closely and intently at a green square and then turns his or her gaze to a gray wall, the person is likely to see a \_\_\_\_\_ after image.
- green
  - black
  - white
  - red\*
  - gray
31. In comparison to men, women on the average have:
- more wholistic imagery.
  - better control over their imagery.
  - better auditory imagery
  - better motor imagery.
  - more vivid imagery.\*
32. 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.\*
  - synthesias.
33. When sound produces the experience of color, and odors awaken tactile impressions, this is called:
- synesthesia.\*
  - negative after image.
  - eidetic imagery.
  - positive after image.
  - figure ground reversal.
34. Vivid images tend to be:
- joyous (extremely happy)
  - unpleasant and upsetting
  - emotionally arousing\*
  - sexual
  - connected to power
35. City residents who live downtown tend to overestimate the distance:
- between buildings.
  - within buildings but on the same floor.
  - within buildings but to different floors of the building.
  - to other downtown locations.
  - to outlying areas.\*

36. Environmental perception is the basic psychological process of \_\_\_\_\_ the environment.
- organizing and storing information about
  - personally evaluating
  - gathering information about\*
  - objectively measuring information about
  - combining the cognitive maps from a group of people.
38. Lynch's concept \_\_\_\_\_ refers to the ease with which a setting may be recognized and organized.
- paths
  - cognitive maps
  - legibility\*
  - achievement
  - novelty
39. 40. To see beauty in smog is to \_\_\_\_\_ pollution.
- ignore
  - repress
  - romanticize\*
  - commercialize
  - afford

Essay Questions— Answer any three (3) of the following questions (20 credits each):

- Describe the advantages of workshops over lectures and books as a means of teaching environmental awareness.
- Describe how the field of environmental psychology differs in emphasis and approach from other areas of psychology.
- Discuss practical uses in urban design or architecture of research on cognitive maps.
- Design professionals tend to have better developed visual imagery than most other people. Discuss the implications of this for design practice.