

世新大學 100 學年度碩士班招生考試試題卷

第 1 頁共計 3 頁

系所組別	考試科目
社會心理學系心理學組	心理學

※本考題 可使用 禁止使用 簡易型電子計算機

※考生請於答案卷內作答

答案卷上請清楚註明題號與答案

一、初級選擇題：(每題 1 分)(單選題；含中英文選擇題；若全以相同選項答題，則視同零分)

1. 在 Jacoby 的實驗中，受試者需對他們之前是否閱讀過的有名的人以及沒有名的人之名字做名聲判斷。結果發現在_____的時間之後，因為對訊息來源的錯誤歸因而導致記憶錯誤。
(A) 一個星期 (B) 24 小時 (C) 一個小時 (D) 一個月
2. Wason 的翻卡實驗，主要研究個體的：(A) 歸納式推理 (B) 演繹性推理 (C) 創造力 (D) 頓悟能力。
3. Moray 用 Shadowing 的實驗方法發現當被要求不去注意的訊息中出現受試者的姓名時，受試者會立即注意到，此發現支持 (A) 資源說 (B) 過濾說 (C) 減弱說 (D) 以上皆非
4. 吳大山表示「我不想修李教授的通識課，因為我學長修過而且被當了。」，這樣的判斷顯然是因為：(A) correspondent inference (B) the discounting principle (C) the availability heuristic (D) a pessimistic attributional style
5. 陳同學表示台北人傾向走得比較快，而高雄人傾向走得比較慢，這樣的觀察顯然受到何種效應的影響而導致錯誤判斷呢？(A) the law of large numbers (B) an atmosphere effect (C) the falsification principle (D) an illusory correlation
6. In the "sleep list" false memory experiment, false memory occurs because of (A) semantic association. (B) verbatim recall. (C) the effect of scripts. (D) none of these.
7. If you are in an emergency situation and need help, which of the following statements to a bystander is most likely to get you the help you need?
(A) "Will someone please help me?" (B) "Help!!! This is an emergency!!"
(C) "Hey! I'm in trouble here!" (D) "You in the red sweater—call 911!"
8. The concept of _____ refers to the idea that when no bystanders to a possible emergency appear to be concerned, other bystanders assume that nothing is wrong.
(A) the bystander effect (B) pluralistic ignorance (C) diffusion of responsibility (D) evaluation apprehension

二、進階選擇題：(每題 2 分)(單選題；含中英文選擇題；若全以相同選項答題，則視同零分)

1. 腹側束路徑與背側束路徑分別通往大腦何處？(A) 顳葉；頂葉 (B) 顳葉；額葉 (C) 頂葉；顳葉 (D) 額葉；頂葉
2. Both the fundamental attribution error and the actor/observer difference are due in large part to (A) heuristic cues. (B) the false consensus effect. (C) perceptual salience. (D) schematic interference.
3. In one study, researchers said to children, " Sam can't find his dog. Sam's dog is really in the kitchen, but Sam thinks his dog is in the bedroom. Where will Sam look for his dog?" Children who stated that Sam would look in the kitchen do not yet understand
(A) false beliefs. (B) metaphors. (C) attribution retention. (D) proximity.

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4. Of the following real-world phenomena, the confirmation bias best explains the observation that people
 - (A) do not always make decisions that maximize their monetary outcome.
 - (B) are more likely to purchase meat advertised as 80% fat free than 20% fat.
 - (C) misjudge homicide as more prevalent in the U.S. than suicide.
 - (D) can cite several reasons for their position on a controversial issue but none for the opposing side.

5. Jenkins and Russell presented a list of words like "chair, apple, dish, shoe, cherry, sofa" to participants. In a test, participants recalled the words in a different order than the order in which they were originally presented. This result occurred because of the
 - (A) effect of proactive interference.
 - (B) tendency of objects in the same category to become organized.
 - (C) way objects like dishes and shoes are encoded visually
 - (D) way the phonological loop re-organizes information based on sound during rehearsal.

6. If we were conducting an experiment on the effect knowledge has on categorization, we might compare the results of expert and non-expert groups. Suppose we compare horticulturalists to people with little knowledge about plants. If we asked the groups to name, as specifically as possible, five different plants seen around campus, we would predict that the expert group would primarily label plants on the _____ level, while the non-expert group would primarily label plants on the _____ level.
 - (A) superordinate; subordinate (B) superordinate; basic (C) subordinate; basic (D) basic; subordinate

7. The most significant factor involved in whether the views of a minority group will come to influence the majority is
 - (A) the size of the minority group.
 - (B) whether the minority group differs in race and ethnicity as well as viewpoint.
 - (C) the style of behavior used in presenting their views.
 - (D) how frequently the minority group voices its opposition.

8. Which situation below best exemplifies the tenet of social impact theory that *immediacy* is directly related to conformity?
 - (A) Mariah will debate actively with her roommate, but during class debates, she is quiet even when she has strong opinions.
 - (B) John won't smoke around his girlfriend, but he does smoke when he talks to her on the phone.
 - (C) Toby pierces his tongue because his friends are into body piercing, even though his parents disapprove.
 - (D) Kelly will walk around in her bathing suit at the pool when there are just other women around, but she wraps a towel around her hips when any men are around.

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9. Ms. Varria holds up a particularly curly French fry and says, "Wow! This is a corkscrew fry!" Four-year-old Danita points to a little girl with curly hair and says, "Corkscrew hair!" Danita is using _____ to decipher the meaning of *corkscrew*.
- (A) the principle of mutual exclusivity (B) telegraphic speech
(C) fast-mapping (D) syntactic bootstrapping
10. Lydia is 48 years old, single, outspoken, and very bright. She majored in philosophy as undergraduate. As a student, she was deeply concerned with issues of discrimination and social justice, and she participated in anti-nuclear demonstrations. Which of the following alternatives is most probable?
- (A) Lydia is a U.S. Congresswoman.
(B) Lydia is a U.S. Congresswoman and is active in the feminist movement.
(C) Lydia is a U.S. Senator.
(D) Lydia is a U.S. Senator and is active in the feminist movement.

三、解釋名詞：(回答請切中要旨；可跳題寫，只要清楚標明題號即可)

1. Representativeness Heuristic (5分)
2. Misinformation Effect (錯誤訊息效果/錯誤訊息效應) (5分)
3. Working memory (工作記憶) (5分)
4. stereotype threats (5分)
5. Normative influence vs. Informational influence (5分)
6. Core knowledge (核心知識) (5分)
7. Next-in-line Effect (2分)

四、問答題：(可跳題寫，只要清楚標明題號即可；可先回答最有把握的題目)

1. Suppose that in a restaurant, a waiter grows impatient with a customer, rolls his eyes, taps his pencil impatiently on his order book, and finally snaps, "I haven't got all day, you know." Compare and contrast how a personality psychologist and a social psychologist would attempt to explain such behavior. (8分)
2. 請解釋情緒對態度改變的影響並說明恐懼(激發/喚起)訊息(fear-arousing messages)如何有效導致說服?(8分)
3. 何謂基模?其功用為何?涉入的歷程與因素為何?請詳述並於適當時機舉出相關實例說明。(8分)
4. 睡眠對於記憶與學習有何影響?請闡述。(8分)
5. 請介紹嬰兒研究可以使用的派典或方法,並至少舉出兩例說明應用這些方法讓發展心理學的哪些議題得以獲取了什麼樣的新知識?請詳述。(8分)