Introduction to Behaviour Modification

1. What is "cognition" most closely associated with?
   A) Motor behaviours.
   B) Overt behaviours.
   C) Covert behaviours.
   D) Observable behaviours.
   E) I don't know.

2. Why would zombies not be considered to exhibit behaviours?
   A) They don't believe in science.
   B) They do not pass the Dead Man Test.
   C) Their behaviours cannot be operationalized.
   D) The werewolves and vampires don't let them.
   E) I don't know.

3. Which branch of the scientific study of learning concentrates on the philosophy of the science of behaviour?
   A) Behaviourism
   B) Behaviour modification
   C) Experimental analysis of behaviour
   D) Applied behaviour analysis
   E) I don't know.

4. What is behaviour therapy about?
   A) Treatment of dysfunctional behaviour.
   B) The scientific study of laws of behaviour.
   C) Analyzing controlling variables of behaviour.
   D) Understanding overt behaviours that are of social significance.
   E) I don't know.

5. What would J.B. Watson be interested in studying?
   A) A person’s intelligence score.
   B) A person’s motivation for a behaviour.
   C) A person’s behaviour in a social situation.
   D) A person’s feelings towards another person.
   E) I don’t know.

Answers

1. C)
2. B)
3. A)
4. A)
5. C)
**Observing and Recording Behaviour & Ethics**

1. "I am awesome!" What is wrong with this as a definition of behaviour?
   A) It is a label.
   B) It is not true.
   C) It is an opinion.
   D) It is an exaggeration.
   E) I don't know.

2. A behaviour therapist measures how long after Charlie's nose starts whistling that he picks his nose. What aspect of behaviour is this?
   A) Time.
   B) Latency.
   C) Duration.
   D) Intensity.
   E) I don't know.

3. In a school cafeteria, a "traffic light" changes colour as the noise level in the cafeteria rises and falls. What measure of behaviour is this?
   A) Latency.
   B) Duration.
   C) Intensity.
   D) Frequency.
   E) I don't know.

4. A behaviour analyst watches a video of Steven to observe and record his nose-picking behaviour. What kind of assessment is this?
   A) Direct.
   B) Indirect.
   C) Operational.
   D) It is not assessment.
   E) I don't know.

5. Which procedure is best suited to measuring a behaviour such as attentional engagement during class?
   A) Event.
   B) Whole-interval.
   C) Response latency.
   D) Permanent product.
   E) I don't know.

6. After hearing about a new procedure for decreasing inappropriate behaviours, Mr. Brooks tries it on a student. Although he has never been trained to use the procedure, he notices a positive change in the student's behaviour. Which ethical right is he ignoring?
   A) A therapeutic environment.
   B) Treatment by a competent behaviour analyst.
   C) The most effective treatment procedures available.
   D) Services whose overriding goal is personal welfare.
   E) I don't know.
**Answers**

1. A) 
2. B) 
3. C) 
4. A) (Indirect is second-hand/remembered information) 
5. B) 
6. B)

**Graphing & Research Designs**

1. We give Johnny some Skittles® candy only when he practices guitar for half an hour. What is the independent variable?
   A) Giving Skittles®. 
   B) Playing guitar. 
   C) The duration of time (half an hour). 
   D) Product placement. 
   E) I don't know.

2. What is missing from this graph?
   A) One of the axes. 
   B) One of the axis labels/units. 
   C) Data points. 
   D) Nothing is missing. 
   E) I don't know.

3. What's wrong with this research design?
   A) Nothing is wrong. 
   B) Not enough data points. 
   C) Baseline data show a trend. 
   D) Intervention phase data show a trend. 
   E) I don't know.

4. Which graph shows fractionation?
   A) B) 
   C) D) 
   E) I don't know.

5. What kind of research design is this?
   A) A-B-A-B design. 
   B) Alternating treatments. 
   C) Changing criterion. 
   D) Multiple baseline. 
   E) I don't know.
6. Jerry’s nose-picking is observed while he is stopped at red lights in his car, as well as at home. What kind of design is this?
   A) A-B-A-B.
   B) Multiple baseline across subjects.
   C) Multiple baseline across behaviours.
   D) Multiple baseline across settings.
   E) I don’t know.

**Answers**

1. A)
2. B)
3. C)
4. A)
5. D) (multiple baseline across subjects)
6. D)

**APA Style**

1. Which of these is a correct APA-style citation?
   A) Life causes death¹.
   B) Life causes death (Smith 2000).
   C) Life causes death (Smith, 2000).
   D) Life causes death [Smith, 2000].
   E) I don’t know.

2. Which of these is a correct APA-style citation?
   A) Pavlov et al. (1900) reported...
   B) Pavlov/Skinner (1900) reported...
   C) Pavlov & Skinner (1900) reported...
   D) Pavlov and Skinner (1900) reported...
   E) I don’t know.

3. Which of these is a correct APA-style reference?
   E) I don’t know.

4. Which of these is a primary source?
   A) Magazine article.
   B) Newspaper article.
   C) Literature review in a scientific journal.
   D) BIOL 107 lab report that your friend wrote.
   E) I don’t know.
**Answers**

1. C)
2. D)
3. A)
4. D) (However, D) is not peer reviewed.)

**Reinforcement**

1. What kinds of reinforcers happen spontaneously as a normal part of everyday life?
   - A) Natural and automatic.
   - B) Planned and predictive.
   - C) Natural and programmed.
   - D) Programmed and primary.
   - E) I don’t know.

2. Which of the following is an example of a primary (unconditioned) reinforcer?
   - A) Candy.
   - B) A $20 bill.
   - C) Getting a note of congratulations.
   - D) Hearing someone unwrap a candy.
   - E) I don’t know.

3. What is a characteristic of reinforcement?
   - A) It is pleasant.
   - B) It is unpleasant.
   - C) It increases behaviour.
   - D) It decreases behaviour.
   - E) I don’t know.

4. Bars often serve salty snacks for free (this makes customers buy more drinks). What is this called?
   - A) Motivating operation.
   - B) Establishing operation.
   - C) Abolishing operation.
   - D) Non-satiety deprivation.
   - E) I don’t know.

5. You and your friend go to see a movie, but 10 minutes in, you decide it’s the worst movie you’ve ever seen, so you get up and walk out. The next time you see a bad movie, you do the same thing. What type of consequence is this?
   - A) Positive reinforcement.
   - B) Negative reinforcement.
   - C) Positive punishment.
   - D) Negative punishment.
   - E) I don’t know.
6. Martin is doing laundry. For every load, he checks the clothes dryer occasionally to see if his clothes are dry yet. What schedule of reinforcement is this?
   A) Fixed ratio.
   B) Variable ratio.
   C) Fixed interval.
   D) Variable interval.
   E) I don't know.

**Answers**

1. A)
2. A)
3. C)
4. B)
5. B)
6. D)

**Extinction**

1. What is the reappearance of an extinguished behaviour following a brief rest called?
   A) Extinction burst.
   B) Spontaneous recovery.
   C) Resistance to extinction.
   D) Intermittent reinforcement.
   E) I don't know.

2. Which of the following statements is **not** a common misuse of the term extinction?
   A) Confusing forgetting and extinction.
   B) Confusing punishment and extinction.
   C) Applying it to a person, not a behaviour.
   D) Referring to withholding reinforcers that maintain a behaviour.
   E) I don't know.

3. At the start of an extinction procedure, what will the behaviour likely do?
   A) Decrease.
   B) Increase.
   C) Remain stable.
   D) Disappear.
   E) I don't know.

4. What is one factor that will increase resistance to extinction?
   A) Small previous punishment.
   B) Small previous reinforcement.
   C) Previous continuous schedule of reinforcement.
   D) Previous intermittent schedule of reinforcement.
   E) I don't know.
1. For every hour of studying, Jae Ho gets $5 from his parents. He uses this money to buy videogames. As a result, he now studies less. What situation is this?
   A) Extinction.
   B) Punishment.
   C) Reinforcement.
   D) None of the above.
   E) I don’t know.

2. Which of the following is an example of negative reinforcement?
   A) Getting fined for driving too fast, so you quit speeding.
   B) Patting your dog when it obeys you, and it listens better in the future.
   C) A mother scolding her naughty child to decrease bad behaviour.
   D) Getting acupuncture to get rid of a headache, so you now get it more often.
   E) I don’t know.

3. Ishani is put in a room alone following an unwanted behaviour. What is this called?
   A) Time-out.
   B) Response cost.
   C) Abolishing operation.
   D) Extinction.
   E) I don’t know.

4. What generalized conditioned punisher has been shown to actually serve as a reinforcer and increase an undesirable behaviour in certain conditions?
   A) Fines.
   B) Reprimands.
   C) Electric shocks.
   D) Sour lemon juice.
   E) I don’t know.

5. What is one of the advantages of using punishment?
   A) It works quickly.
   B) It prevents escape and avoidance responses.
   C) It provides reinforcement for sadists.
   D) It provides reinforcement for masochists.
   E) I don’t know.
6. What is not one of the reasons why punishment is sometimes not used?
   A) It is inhumane.
   B) It does not decrease behaviour.
   C) It is against the law.
   D) It violates the policies of an institution.
   E) I don't know.

7. Based on the research on spanking, which is a true statement?
   A) Children should never be spanked.
   B) Children should never be punished.
   C) Children should be spanked only under certain conditions.
   D) Children should be physically struck only on certain parts of their bodies.
   E) I don't know.

**Answers**

1. B) (stimulus presented/behaviour decreased)
2. D)  
3. A)  
4. B)  
5. A)  
6. B)  
7. A)

**Stimulus Control**

1. Ralphie swears in front of other children, who reinforce his behaviour. However, Ralphie does not swear in front of his parents. What are his parents?
   A) S0.
   B) SΔ.
   C) S′.
   D) Stupid.
   E) I don't know.

2. Katie avoids long-term relationships because she had her heart broken as a teenager. What kind of antecedent is this?
   A) Overt.
   B) Distant.
   C) Remote.
   D) Immediate.
   E) I don't know.

3. What two kinds of antecedents would be most difficult to objectively identify?
   A) Overt or distant.
   B) Overt or immediate.
   C) Covert or distant.
   D) Covert or immediate.
   E) I don't know.
4. What is required in concept formation?
   A) Stimulus discrimination across different classes and stimulus generalization within a class.
   B) Stimulus discrimination within a class and stimulus generalization across classes.
   C) Both A) and B).
   D) Concepts are hypothetical constructs that cannot be studied.
   E) I don’t know.

5. Taylor learns to say, ”red” whenever she sees a red object. She says ”red” when she sees a pink ball. What is this called?
   A) Stimulus generalization.
   B) Response generalization.
   C) Stimulus equivalence.
   D) Stimulus overgeneralization.
   E) I don’t know.

**Answers**

1. B)
2. B)
3. C)
4. A)
5. A) and/or D)

**Respondent Conditioning**

1. Staats, Staats, & Crawford (1962) made neutral words unpleasant. In their experiment, what was the increased sweating to the loud sound?
   A) Unconditioned stimulus (US).
   B) Conditioned stimulus (CS).
   C) Unconditioned response (UR).
   D) Conditioned response (CR).
   E) I don’t know.

2. Which of the following is a reflexive response?
   A) After eating a big meal, you feel very full.
   B) You feel hungry, so you start to make yourself a sandwich.
   C) A doctor strikes your patellar ligament, causing your leg to kick.
   D) You study hard, hoping to get good grades, graduate, and get a good job.
   E) I don’t know.

3. In Pavlov’s original experiment, what was the CS?
   A) The dog.
   B) Salivation.
   C) The meat powder.
   D) The sound of the metronome.
   E) I don’t know.
4. Pavlov rings a bell that serves as a CS; the ringing sound lasts for 10 seconds. Before the ringing stops, he presents meat powder US for 5 seconds. What kind of conditioning is this?
   A) Trace.
   B) Delay.
   C) Simultaneous.
   D) Backward.
   E) I don't know.

5. Debi tries conditioning her dog to bark when she gives a verbal command and a hand signal. However, the dog only barks for the hand signal. Why?
   A) The dog is stupid.
   B) The dog only notices the verbal command, not the hand signal.
   C) Debi paired the verbal commands and hand signals with doggie treats.
   D) During training, the verbal command was not always followed by a doggie treat.
   E) I don't know.

6. Which of the following is true of respondent and operant conditioning?
   A) Both involve the consequences of a behaviour.
   B) Respondent is about responses; operant is about behaviours.
   C) Respondent behaviours are evoked; operant behaviours are elicited.
   D) Conditioned stimuli (CSs) may be the same as discriminative stimuli (SDs).
   E) I don't know.

Answers

1. C)
2. C)
3. D)
4. B)
5. D)
6. D)