

# 國立彰化師範大學 98 學年度碩士班招生考試試題

系所：人力資源管理研究所

科目：心理學

☆☆請在答案紙上作答☆☆

第 1 頁，共 1 頁

一、 解釋名詞（每題 5 分，共 40 分）：請清楚寫明答題題號（如：1,2,...等）。

- 1.Freud's personality theory
- 2.Piaget's conservation
- 3.Humanistic psychology
- 4.Behavior shaping
- 5.Narcissistic personality disorder
- 6.flow
- 7.cognitive dissonance
- 8.Stroop effect

二、 申論題（共 30 分）：請清楚寫明答題題號（如：1,2,...等）。

- 1.人類至少可以透過「古典制約」(classical conditioning)、「操作制約」(operant conditioning)或「頓悟」(insight)等三種學習途徑修正行為。請說明三種學習途徑的主要內涵並比較其異同點。(20%)
- 2.何謂「態度」(attitude)？影響態度與行為一致性的因素為何？(10%)

三、 問答題（每題 15 分，共 30 分）

- 1.Theories of intelligence vary greatly. Some theorists believe that intelligence is just one or a few factors, and other theorists believe that there are many different forms of intelligence. However, Sternberg's Tricharchic Theory of intelligence and Gardner's multiple intelligence theory are two most widely known intelligence theories today. Please describe these two theories first and, then, explain which theory seems most reasonable to you and why.
- 2.Motivational psychologists always try to answer "Why do we do what we do?" Please describe how motivational psychologists have attempted to explain our behavior in terms of cognitive factors and need for achievement. Finally, how Abraham Maslow's theory provide a useful framework for summarizing motivational forces.