

佛光人文社會學院九十五學年度碩士班招生考試試題卷

系所別：傳播學研究所

科 目：心理學

用紙第 1 頁共 1 頁

名詞解釋：(每題 10 分)

1. self-serving bias vs. self-handicapping
2. semantic memory vs. episodic memory
3. top-down process vs. bottom-up process
4. availability heuristic vs. representation heuristic
5. social facilitation vs. social loafing
6. binocular disparity vs. binocular convergence
7. id vs. superego
8. general adaptation syndrome
9. elaboration likelihood model of persuasion
10. hierarchy of needs