

題目雖以英文命題，但請用中文作答

1. "Selective attention" and "divided attention" are two primary research topics in attention research:
 - (1) Please explain the definitions of selective attention and divided attention. (8%)
 - (2) Please offer an overview of basic paradigms and research findings of selective attention and divided attention. (10%)
 - (3) Take an example in communication studies and discuss how it could be better understood by employing either selective attention or divided attention. (7%)
2. Working memory plays an important role in everyday cognitive tasks.
 - (1) Describe the concept of working memory (4%), its functions (4%), and evidence to support its existence (4%).
 - (2) Scholars argue that working memory is "the modern approach to short-term memory." Compare and contrast differences between working memory and short-term memory. (6%)
 - (3) Alan Baddeley (2001) proposed that working memory consists of four elements: central executive, phonological loop, visuospatial sketchpad, and episodic buffer. Please use Baddeley's model to explain how people process information during Web search. (7%)
3. Emotion may influence attention. One researcher argues that during visual search fear-relevant targets may trigger parallel search while fear-irrelevant targets may evoke serial search. Therefore, fear-relevant targets receive more attention and are identified faster than fear-irrelevant targets. If you are the researcher, please design an experiment to examine the above argument. Your answer must include the following items:
 - (1) Independent and dependent variables (5%)
 - (2) Hypotheses (5%)
 - (3) Experimental procedure (5%)
 - (4) Statistical methods (5%)
 - (5) Explanation of possible results (5%)
4. Recently Yahoo redesigned its front page. Figure 1 is the old version and Figure 2 is the new one. As a cognitive psychologist,
 - (1) Please apply concepts and theories in cognitive psychology to discuss drawbacks of each version. (16%)
 - (2) If you are the designer, how will you redesign Yahoo's front page to make it better? (9%)

國立交通大學 96 學年度碩士班考試入學試題

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系所班別：傳播研究所

組別：傳播所一般生

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*作答前請先核對試題、答案卷(試卷)與准考證之所組別與考科是否相符!

Figure 1. The old version of Yahoo's front page

The image shows a screenshot of the old version of Yahoo's front page in Chinese. The layout is dense with various links and advertisements. At the top, there's a navigation bar with links like '搜尋' (Search), '新聞' (News), '購物' (Shopping), etc. Below that, there's a large search bar with the text '請輸入搜尋字串' (Please enter search string). To the right of the search bar, there's a section for 'Yahoo! 奇摩' (Yahoo! Kimo) with a cartoon character. Below the search bar, there's a section for '新聞' (News) with various news headlines. To the right of the news section, there's a section for '購物' (Shopping) with various product listings. At the bottom, there's a section for '服務' (Services) with various service links. The overall design is typical of the late 1990s or early 2000s web design.

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