FREE ASSOCIATION FOLLOW UP QUESTIONS

In a free association test, participants such as myself see a list of words.  We

would be expected to

(a) highlight those words we think are pleasant.

(b) put a check mark by each word that we recognize.

(c) write down the first word that comes to mind for each word in the list.

(d) try to remember each word for a future memory test.

If given the pair QUACK-DUCK in the experiment, I was supposed to guess the

number of people who would

(a) give DUCK in response to QUACK

(b) give QUACK in response to DUCK

(c) give FAKE in response to QUACK

(d) give HUNT in response to DUCK

When judging associations, backwards associations should be ignored because they

cause

(a) ratings that are too low

(b) ratings that are too high

(c) ratings to be given too slowly

(d) ratings to be given too quickly

Given the pair, EGG-YOLK, the backward association is

(a) HATCH-EGG

(b) EGG-HATCH

(c) YELLOW-YOLK

(d) YOLK-EGG