

## Chapter 10 Intelligence

- Definition of intelligence >> Process and content of “knowing,” including thinking, remembering, and communicating
- Triarchic theory of human intelligence >> proposes three reliably measured intelligences including analytical, creative intelligence, and practical intelligence
  - Analytical >> Basic information processing skills
  - Creative intelligence >> Ability to deal with novel versus routine problems
  - Practical intelligence >> Ability to adapt to different contexts, and to select and shape contexts
- Theory of multiple intelligences: research, 8 different types of intelligence >> Naturalist, linguistic, logical-mathematical, musical, spatial, bodily-kinesthetic, intrapersonal, interpersonal
- Standardization >> defining uniform testing procedures and meaningful scores by comparison with the performance of a pretested group.
- Reliability >> the extent to which a test yields consistent results, as assessed by the consistency of scores on two halves of the test, on alternative forms of the test, or on retesting.
- Validity >> the extent to which a test measures or predicts what it is supposed to. (See also *predictive validity*.)
- Flynn Effect >> A marked increase in intelligence over a sustained period of time
- Environmental Effects >> Environment exerts a modest influence on intelligence (twin adoption studies)
- Emotional Intelligence and 4 components >> ability to perceive, understand, manage, and use emotions
  - Perceiving emotions >> recognizing them in faces, music, and stories, and identifying one’s own emotions
  - Understanding emotions >> predicting them and how they may change and blend
  - Managing emotions >> knowing how to express them in varied situations, and how to handle others emotions
  - Using emotions >> facilitating adaptive or creative thinking
- Crystallized Intelligence >> stored knowledge, accumulated over the years
- Fluid Intelligence >> ability to process new information, learn, and solve problems

## Chapter 11 Motivation

- Maslow’s Hierarchy of Needs >> A pyramid of human needs beginning at the base with physiological needs that must first be satisfied before people can fulfill their higher-level safety needs and then psychological needs
- Extrinsic Motivation >> the desire to perform a behavior to receive promised rewards or avoid threatened punishment

# Business 101 Study Guide

**JS Bruner**



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