题目雖以英文命題，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%)
Figure 1. The old version of Yahoo’s front page
Figure 2. The new version of Yahoo's front page