

1. Only a small percentage of all psychological research is conducted on lower animals.
2. We use only 10% of our brains.
3. Human beings always behave rationally.
4. People behave the same in groups as they do as individuals.
5. Perception is a unique, yet predictable phenomenon.
6. Some people never dream.
7. Human memory declines with age.
8. Rewarding desirable behavior every time it occurs is the best way to maintain it.
9. Children think in similar ways to adults.
10. High population density negatively impacts behavior.