Chapter 6: Memory

How Memory Operates: The Memory Assembly Line

1. What is the system or process by which the products or results of learning are stored for future use?
   a. cognition
   b. memory
   c. perception
   d. sensation
   Answer b % correct 91 a = 7 b = 91 c = 1 d = 0 *r* = .21

2. What are the components of the information processing model in order?
   a. retrieval, encoding, storage
   b. encoding, capturing, retrieval
   c. capturing, encoding, retrieval
   d. encoding, storage, retrieval
   Answer d % correct 84 a = 8 b = 2 c = 6 d = 84 *r* = .49

3. The process of selective looking, listening, smelling, and feeling is called _____.
   a. retention
   b. cognition
   c. recognition
   d. attention
   Answer d % correct 80 a = 2 b = 8 c = 9 d = 80 *r* = .49

4. Memory is classically defined as:
   a. a capacity for learning.
   b. the ability retain information over time.
   c. an ability of humans only.
   d. unchangeable.
   Answer b % correct 76 a = 21 b = 76 c = 0 2 d = 1 *r* = .28

5. One feature of the Atkinson and Shiffrin model of memory is that:
   a. important information can bypass short-term memory and go from sensory directly into long-term.
   b. important information can bypass sensory memory and go directly to long-term.
   c. all information going into long-term memory must first pass through both sensory store and short-term memory.
   d. information can bypass sensory memory and go directly to short-term memory.
   Answer c % correct 73 a = 14 b = 5 c = 73 d = 9 *r* = .37

6. The step in the memory process that actually makes our memories available to us is:
   a. retrieval.
   b. encoding.
   c. rehearsal.
   d. storage.
   Answer a % correct 84 a = 84 b = 6 c = 2 d = 8 *r* = .34

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7. Memory is:
   a. a capacity for learning.
   b. a system that allows people to retain information over time.
   c. an ability of humans only.
   d. unchangeable.
   Answer b % correct 88 a = 11 b = 88 c = 0 d = 1 *r* = .28

8. A system that allows people to retain information over time is called:
   a. memory.
   b. cognition.
   c. computer.
   d. intelligence.
   Answer a % correct 97 a = 97 b = 2 c = 0 d = 1 *r* = .24

9. In what way are sensory memory and long-term memory similar?
   a. Storage in both is essentially permanent.
   b. Retrieval from both is immediate.
   c. Both have a large capacity.
   d. Both make exclusive use of semantic retrieval cues.
   Answer c % correct 47 a = 9 b = 19 c = 47 d = 33 *r* = .34

10. A visual image held in the sensory register is _____.
    a. an icon
    b. a pictograph
    c. a trace
    d. a symbol
    Answer a % correct 79 a = 79 b = 9 c = 5 d = 7 *r* = .28

11. The passing of time causes forgetting according to _____.
    a. interference theory
    b. optimization theory
    c. reduction theory
    d. decay theory
    Answer d % correct 96 a = 2 b = 0 c = 1 d = 96 *r* = .45

12. The sensory registers _____.
    a. are measures of retention
    b. retain past information
    c. control our attention span
    d. receive sensory information from the external world
    Answer d % correct 94 a = 1 b = 1 c = 4 d = 94 *r* = .32

13. The auditory equivalent of the icon is the _____.
    a. echo
    b. vibration
    c. sound wave
    d. neural trace
    Answer a % correct 70 a = 70 b = 8 c = 18 d = 4 *r* = .43

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14. Our visual sensation of a passing automobile would be initially stored in _____.
    a. the sensory registers
    b. short-term memory
    c. long-term memory
    d. the hippocampus
    Answer a % correct 73 a = 73 b = 23 c = 2 d = 2 *r* = .27

15. An echo usually stays in the sensory registers for _____.
    a. 1/4 of a second
    b. several second
    c. one seconds
    d. 40 seconds
    Answer c % correct 59 a = 25 b = 12 c = 59 d = 4 *r* = .42

16. Sensing is to _____ memory as rehearsal is to _____.
    a. sensory store; attention
    b. short-term; long-term
    c. attention; short-term
    d. sensory; short-term
    Answer d % correct 50 a = 1 b = 45 c = 5 d = 50 *r* = .37

17. The process we use to notice important stimuli and ignore irrelevant ones is _____.
    a. encoding
    b. attention
    c. masking
    d. chunking
    Answer b % correct 72 a = 17 b = 72 c = 7 d = 4 *r* = .49

18. Attention is the process of _____.
    a. storing information
    b. representing information
    c. selectively noticing stimuli
    d. recognizing visual sensations
    Answer c % correct 91 a = 4 b = 0 c = 91 d = 5 *r* = .53

19. Sensory store memory:
    a. holds information for as long as you rehearse it.
    b. holds information for about 30 seconds.
    c. holds information for one or two seconds.
    d. processes information for permanent encoding.
    Answer c % correct 91 a = 1 b = 5 c = 91 d = 4 *r* = .36

20. Iconic and echoic memory are types of _____ memory.
    a. working
    b. sensory
    c. short-term
    d. long-term
    Answer b % correct 53 a = 4 b = 53 c = 24 d = 19 *r* = .24

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21. Unprocessed stimulation from the environment is first held in:
    a. short-term store.
    b. sensory memory.
    c. long-term store.
    d. intermediate store.
    Answer b % correct 91 a = 7 b = 91 c = 0 d = 1 *r* = .35

22. Sensory store memory:
    a. holds information for as long as you rehearse it.
    b. holds information for about 30 seconds.
    c. holds information for one or two seconds.
    d. processes information for permanent encoding.
    Answer c % correct 89 a = 2 b = 7 c = 89 d = 2 *r* = .27

23. Which of the following statements concerned with sensory memory is true?
    a. Sensory memory affects both vision and hearing.
    b. Sensory memory affects only vision.
    c. Sensory memory affects only touch.
    d. Sensory memory affects only hearing.
    Answer a % correct 89 a = 89 b = 7 c = 2 d = 2 *r* = .30

24. The sensory memory associated with the visual sense is called the:
    a. iconic memory system.
    b. echoic memory system.
    c. optical memory system.
    d. occipital memory system.
    Answer a % correct 66 a = 66 b = 4 c = 18 d = *r* = .40

25. Which of the following statements about the visual sensory memory system is false?
    a. The codes in it are of a semantic type.
    b. The codes in it are quite similar to the original sensation.
    c. Its traces last for 1 to 2 seconds, maximally.
    d. Its codes seem susceptible to disturbance by other visual stimuli.
    Answer a % correct 60 a = 60 b = 12 c = 19 d = 8 *r* = .27

26. Iconic memory and echoic memory represent what many theorists call:
    a. precepts.
    b. imaginal systems.
    c. sensory memory systems.
    d. rapid retrieval systems.
    Answer c % correct 88 a = 1 b = 7 c = 88 d = 4 *r* = .38

27. The process by which we notice stimuli selectively is called:
    a. attention.
    b. recognition.
    c. saving.
    d. recalling.
    Answer a % correct 47 a = 47 b = 44 c = 1 d = 8 *r* = .44

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28. How long do the contents of the sensory store normally last?
    a. less than one second
    b. about four to twenty seconds
    c. about five to nine minutes
    d. up to a lifetime
    Answer a % correct 77 a = 77 b = 16 c = 1 d = 7 *r* = .38

29. You looked up a friend's address for a letter you wrote. Suddenly the phone rings-wrong number. Even though you were interrupted for only a few seconds, you've forgotten the address. Which memory system failed you?
    a. permanent memory
    b. long-term memory
    c. sensory memory
    d. short-term memory
    Answer d % correct 95 a = 0 b = 2 c = 3 d = 95 *r* = .21

30. Information selected from sensory memory is transferred to conscious awareness or:
    a. primary memory.
    b. short-term memory.
    c. factual memory.
    d. long-term memory.
    Answer b % correct 73 a = 14 b = 73 c = 4 d = 7 *r* = .58

31. What we are thinking of at any given moment, or what we commonly know as "consciousness," is _____.
    a. long-term memory
    b. short-term memory
    c. secondary memory
    d. cognitive dissonance.
    Answer b % correct 68 a = 10 b = 68 c = 4 d = 16 *r* = .46

32. If the most recent theories regarding the capacity of short-term memory are correct, then _____.
    a. five sentences should be easier to remember than five words
    b. five sentences should be as difficult to remember as five words
    c. five sentences should be more difficult to remember than five words
    d. five sentences and five words should both be easier to remember than five letters, because the words and sentences both have inherent meaning
    Answer c % correct 46 a = 7 b = 6 c = 46 d = 41 *r* = .21

33. Dreams occur in _____.
    a. the sensory registers
    b. short-term memory
    c. long-term memory
    d. eidetic memory
    Answer b % correct 56 a = 3 b = 56 c = 9 d = 31 *r* = .47

34. The hippocampus is instrumental in:
    a. the formation of short-term memory.
    b. the retrieval of memories from long-term memory.
    c. maintaining a constant level of information filtration by the sensory registers.
    d. transferring information from short-term to long-term memory.
    Answer d % correct 58 a = 10 b = 16 c = 16 d = 58 *r* = .20

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35. Students in a psychology experiment were exposed to three notes of music for a very short period of time and then asked to recall them. If the instructions to recall the notes came immediately, the students usually succeeded. If the instructions came more than three seconds after the notes were played, the students were much less successful. The MOST plausible explanation for this phenomenon is that, in the latter case, _____.
    a. the echo never made it to the sensory registers
    b. the echo faded after being stored in short-term memory
    c. the echo was already stored in long-term memory
    d. the echo faded before being stored in short-term memory
    Answer d % correct 46 a = 0 b = 53 c = 1 d = 46 *r* = .20

36. What is the capacity of short-term memory?
    a. five, plus or minus pieces of information
    b. eleven, plus or minus two chunks
    c. fifteen, plus or minus two engrams
    d. three, plus or minus two numbers
    Answer a % correct 43 a = 77 b = 20 c = 1 d = 2 *r* = .25

37. Students in a psychology experiment were exposed to three nonsense syllables for a very short period of time and then asked to recall them. If the instructions to recall the syllables came immediately, the students were usually successful. If the instructions came even one second after the syllables were shown, the students were much less successful. The MOST plausible explanation for this phenomenon is that, in the latter case, _____.
    a. the icon never made it to the sensory registers
    b. the icon was already stored in short-term memory
    c. the icon faded after being stored in short-term memory
    d. the icon faded before being stored in short-term memory
    Answer d % correct 53 a = 5 b = 0 c = 42 d = 53 *r* = .26

38. The working memory is known as the _____ memory.
    a. tertiary
    b. primary
    c. short-term
    d. long-term
    Answer c % correct 92 a = 1 b = 1 c = 92 d = 6 *r* = .33

39. Many years ago, telephone numbers had only four or five digits. Even now, no more than seven digits are used for phone numbers. The most reasonable psychological explanation for this is that _____.
    a. there is a direct relationship between the number of items in the sensory registers and their retention
    b. there is an inverse relationship between the number of items in the sensory registers and their retention
    c. there is a direct relationship between the number of items in short-term memory and their retention
    d. there is an inverse relationship between the number of items in short-term memory and their retention
    Answer d % correct 11 a = 10 b = 3 c = 76 d = 11 *r* = .29

40. If you want to remember something for a couple of minutes, the MOST effective device is _____.
    a. visual imagery
    b. tactile imagery
    c. rote rehearsal
    d. elaborative rehearsal
    Answer c % correct 87 a = 2 b = 1 c = 87 d = 10 *r* = .27

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41. Information in short-term memory is retained _____.
    a. for about 60 seconds
    b. as long as it is rehearsed
    c. for several seconds without rehearsal
    d. up to several minutes
    Answer b % correct 43 a = 14 b = 43 c = 38 d = 5 *r* = .25

42. The capacity of STM is _____ items.
    a. unlimited
    b. 7 +or - 2
    c. 12
    d. 22
    Answer b % correct 95 a = 4 b = 95 c = 1 d = 1 *r* = .34

43. Memory span is _____ and is associated with _____ memory.
    a. the duration that information is stored; short-term
    b. number of items stored; long-term
    c. the number of items stored; short-term
    d. the duration that information is stored; long-term
    Answer c % correct 50 a = 20 b = 9 c = 50 d = 22 *r* = .48

44. What is the capacity of short-term memory?
    a. five, plus or minus two letters
    b. seven, plus or minus two chunks
    c. five, plus or minus two engrams
    d. seven, plus or minus two numbers
    Answer b % correct 43 a = 5 b = 43 c = 4 d = 47 *r* = .15

45. What is the capacity of short-term memory?
    a. 7 bits of information
    b. 7 chunks of information
    c. 12 letters, if measured by Sperling's partial report technique
    d. 16 letters, if measured by Sperling's partial report technique
    Answer b % correct 61 a = 37 b = 61 c = 1 d = 0 *r* = .22

46. Information that has been transferred out of sensory memory enters:
    a. long-term.
    b. short-term.
    c. savings.
    d. either short-term or long-term depending on the level at which it is processed.
    Answer b % correct 73 a = 5 b = 73 c = 0 d = 22 *r* = .43

47. Most normal adults have a memory span:
    a. of between 5 and 9 items.
    b. that averages 7.
    c. of 7 plus-or-minus 2.
    d. all of the above.
    Answer d % correct 74 a = 2 b = 0 c = 23 d = 74 *r* = .42

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48. The short-term memory capacity (digit-span) in a normal adult is about:
    a. 9 items.
    b. 7 or 8 items.
    c. 4 or 5 items.
    d. 14 or 15 items.
    Answer b % correct 98 a = 0 b = 98 c = 1 d = 1 *r* = .27

49. The short-term memory capacity (digit-span) in a normal adult is about:
    a. 3 items.
    b. 7 +- 2 items.
    c. 4 or 5 items.
    d. 14 or 15 items.
    Answer b % correct 98 a = 1 b = 97 c = 1 d = 1 *r* = .20

50. Verbal and visual codes are types of _____ encoding.
    a. primary
    b. secondary
    c. short-term
    d. long-term
    Answer c % correct 56 a = 26 b = 4 c = 56 d = 14 *r* = .31

51. The average memory span consists of _____ items.
    a. five
    b. six
    c. seven
    d. nine
    Answer c % correct 96 a = 1 b = 1 c = 96 d = 2 *r* = .21

52. Memory span is a characteristic of:
    a. long-term memory.
    b. short-term memory.
    c. sensory memory.
    d. semantic memory.
    Answer b % correct 46 a = 34 b = 46 c = 3 d = 17 *r* = .27

53. Information in short-term memory is coded _____.
    a. abstractly
    b. visually only
    c. acoustically only
    d. acoustically and visually
    Answer d % correct 90 a = 4 b = 3 c = 3 d = 90 *r* = .34

54. Information is grouped for storage in short-term memory through the process of _____.
    a. rote rehearsal
    b. cueing
    c. chunking
    d. categorizing
    Answer c % correct 92 a = 4 b = 1 c = 92 d = 4 *r* = .28

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55. Chunking is a means of _____.
    a. immediately forgetting irrelevant details
    b. organizing information into meaningful units
    c. arranging details into a hierarchy from most important to least important
    d. storing long-term memories
    Answer b % correct 96 a = 0 b = 96 c = 4 d = 0 *r* = .43

56. Most people cannot store the following list of letters in short-term memory.
    G O T O Y O U R B E D R O O M
    However, if the letters are grouped meaningfully into words, they fit short-term's memory span: Go to your bedroom. This illustrates _____.
    a. chunking
    b. backward masking
    c. verbal coding
    d. selective attention
    Answer a % correct 89 a = 89 b = 1 c = 9 d = 1 *r* = .39

57. Chunking aids:
    a. understanding.
    b. perception.
    c. retention.
    d. encoding.
    Answer c % correct 63 a = 2 b = 0 c = 63 d = 35 *r* = .26

58. Information is grouped for storage in short-term memory through a process called _____.
    a. chunking
    b. categorizing
    c. rehearsal
    d. cueing
    Answer a % correct 79 a = 79 b = 10 c = 8 d = 3 *r* = .31

59. Chunking is a means of _____.
    a. immediately forgetting irrelevant details
    b. organizing information into meaningful units
    c. arranging details into a hierarchy from most important to least important
    d. storing long-term memories
    Answer b % correct 90 a = 3 b = 90 c = 5 d = 2 *r* = .45

60. Why is implicit memory so difficult to study?
    a. It does not operate on a conscious level.
    b. It is a more recently identified type of memory.
    c. It is concerned with the identification of only certain words and objects.
    d. People with perfectly intact memories are often the focus of study.
    Answer a % correct 79 a = 79 b = 4 c = 16 d = 1 *r* = .35

61. Which type of memory is concerned with remembering the day your parents bought you a car?
    a. implicit memory
    b. semantic memory
    c. episodic memory
    d. procedural memory
    Answer c % correct 88 a = 5 b = 6 c = 88 d = 1 *r* = .35

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62. Which memory system provides us with a very brief image of all the stimuli present at a particular moment?
    a. long-term memory
    b. sensory memory
    c. primary memory
    d. short-term memory
    Answer b % correct 87 a = 0 b = 87 c = 2 d = 10 *r* = .35

63. Hermann Ebbinghaus found that memory is best immediately after we learn information, and we gradually forget more as time passes. What name is given to this observation?
    a. serial position curve
    b. mirage effect
    c. free recall curve
    d. curve of forgetting
    Answer d % correct 78 a = 13 b = 2 c = 7 d = 78 *r* = .43

64. The state psychology association has invited teams from all the colleges in the state to compete in a Psych Bowl. The teams will answer questions such as "Who founded the first psychology laboratory?" Where is this information stored?
    a. long-term memory
    b. short-term memory
    c. conceptual memory
    d. primary memory
    Answer a % correct 82 a = 82 b = 2 c = 9 d = 8 *r* = .39

65. The type of memory that is most like an encyclopedia or a dictionary is _____.
    a. emotional memory
    b. episodic memory
    c. procedural memory
    d. semantic memory
    Answer d % correct 81 a = 1 b = 9 c = 9 d = 81 *r* = .40

66. The type of memory that is most like an a dictionary is _____.
    a. emotional memory
    b. episodic memory
    c. procedural memory
    d. semantic memory
    Answer d % correct 91 a = 1 b = 9 c = 1 d = 91 *r* = .30

67. The portion of long-term memory that stores specific information that has personal meaning is called _____ memory.
    a. emotional
    b. episodic
    c. semantic
    d. procedural
    Answer b % correct 83 a = 8 b = 83 c = 8 d = 0 *r* = .42

68. Your street address, telephone number, and social security number are stored in:
    a. numerical memory.
    b. short-term memory.
    c. long-term memory.
    d. sensory memory.
    Answer c % correct 87 a = 2 b = 7 c = 87 d = 4 *r* = .09

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69. Steve was recalling his first day in college, including walking into the wrong class, dropping his books as he left, and the long line at the registrar's office he encountered when he had to switch classes. These memories are examples of:
    a. semantic memory.
    b. implicit memory.
    c. procedural memory.
    d. episodic memory.
    Answer d % correct 90 a = 7 b = 1 c = 2 d = 90 *r* = .28

70. "Iconic" and "echoic" are to sensory memory as "episodic," "semantic," and "procedural" are to _____ memory.
    a. long-term
    b. short-term
    c. procedural
    d. semantic
    Answer a % correct 79 a = 79 b = 17 c = 1 d = 3 *r* = .32

71. "Forgetting that occurs as a function of the passage of time" defines _____.
    a. motivated forgetting
    b. decay theory
    c. cue-dependent forgetting
    d. interference theory
    Answer b % correct 92 a = 2 b = 92 c = 2 d = 4 *r* = .27

72. The hippocampus seems to be essential for _____.
    a. the recall of old memories
    b. maintaining one's balance
    c. the formation of new long-term memories
    d. proactive and retroactive inhibition
    Answer c % correct 60 a = 21 b = 1 c = 60 d = 17 *r* = .29

73. Which statement concerning long-term memory is TRUE?
    a. Information in long-term is stored permanently.
    b. Rehearsal is one of the primary methods information is moved from short-term to long-term.
    c. The longer information is in short-term, the more likely it will be stored in long-term.
    d. all of the above
    Answer d % correct 86 a = 0 b = 11 c = 3 d = 86 *r* = .20

74. An individual's semantic memory contains:
    a. memories about events.
    b. background knowledge about words, symbols, concepts and rules arranged as hierarchies of information in categories and subordinate categories.
    c. autobiographical information about one's previous experiences.
    d. the order and sequence of information from specific to general.
    Answer b % correct 85 a = 5 b = 85 c = 5 d = 6 *r* = .39

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75. Connie lost her keys. She searches her memory for when she last had them, and goes to that place in the hope that it will help her remember where she misplaced them. Connie is _____ activating her _____.
    a. unconsciously; semantic memory
    b. conscious; semantic memory
    c. unconsciously; episodic memory
    d. consciously; episodic memory
    Answer d % correct 83 a = 1 b = 7 c = 9 d = 83 *r* = .32

76. Your memories of personal information such as what you wore to work yesterday or what you ate for breakfast this morning are stored in _____.
    a. procedural memory
    b. semantic memory
    c. episodic memory
    d. eidetic memory
    Answer c % correct 81 a = 2 b = 14 c = 81 d = 2 *r* = .54

77. Information that was either unintentionally committed to or unintentionally retried from memory is known as _____.
    a. eidetic memory
    b. procedural memory
    c. implicit memory
    d. explicit memory
    Answer c % correct 86 a = 9 b = 0 c = 86 d = 5 *r* = .49

78. "Use it or lose it" would most likely be associated with _____.
    a. trace decay theory
    b. proactive inhibition
    c. retroactive inhibition
    d. interference
    Answer a % correct 85 a = 85 b = 5 c = 9 d = 2 *r* = .49

79. Scott remembers all of the details of his wedding seven years ago. This information is most likely stored in _____ memory.
    a. iconic
    b. episodic
    c. semantic
    d. short-term
    Answer b % correct 89 a = 2 b = 89 c = 9 d = 0 *r* = .36

80. Semantic memory is organized _____.
    a. in chunks
    b. sequentially and chronologically
    c. hierarchically
    d. chronologically
    Answer c % correct 63 a = 9 b = 24 c = 63 d = 4 *r* = .55

81. What theory of forgetting attributes it to the mere passage of time?
    a. decay
    b. proactive interference
    c. repression
    d. retroactive interference
    Answer a % correct 92 a = 92 b = 4 c = 2 d = 2 *r* = .40

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82. Deciding what information to store and how to represent it is known as:
    a. remembering.
    b. decoding.
    c. encoding.
    d. recall.
    Answer c % correct 89 a = 2 b = 8 c = 89 d = 1 *r* = .40

83. Which of the following is an example of semantic memory?
    a. events
    b. concepts
    c. time
    d. place
    Answer b % correct 72 a = 12 b = 72 c = 8 d = 7 *r* = .31

84. Which of the following is an example of episodic memory?
    a. words
    b. concepts
    c. symbols
    d. events
    Answer d % correct 91 a = 3 b = 5 c = 2 d = 91 *r* = .25

85. An individual's memory can be distorted by:
    a. exposure to new information.
    b. unconscious reconstruction.
    c. being asked leading questions.
    d. all of the above.
    Answer d % correct 94 a = 4 b = 1 c = 2 d = 94 *r* = .26

86. Which of the following is NOT an example of long-term memory?
    a. identifying a perfume as that worn by your grandmother 20 years ago
    b. repeating an address after it was told to you
    c. repeating a poem learned in nursery school
    d. remembering how to ride a bike
    Answer b % correct 94 a = 4 b = 94 c = 1 d = 1 *r* = .20

87. Retrieval cues _____.
    a. are important in helping us remember items stored in long-term memory
    b. are aids in rote rehearsal in short-term memory
    c. can be helpful in both long and short-term memory
    d. have been recently shown to be inefficient in accessing available information in memory
    Answer a % correct 80 a = 80 b = 11 c = 8 d = 1 *r* = .37

88. Which of the following is an example of semantic memory?
    a. events
    b. concepts
    c. time
    d. place
    Answer b % correct 67 a = 18 b = 67 c = 10 d = 5 *r* = .42

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89. Long-term memory is sometimes unreliable because of _____ of information.
    a. reconstruction
    b. retention
    c. coding
    d. chunking
    Answer a % correct 80 a = 80 b = 9 c = 6 d = 5 *r* = .22

90. The process of getting information out of memory is known as:
    a. retention.
    b. retrieval.
    c. reconstruction.
    d. reliable.
    Answer b % correct 95 a = 0 b = 95 c = 2 d = 3 *r* = .34

91. The concept of a house would be stored in _____.
    a. the sensory registers
    b. short-term memory
    c. eidetic memory
    d. long-term memory
    Answer d % correct 56 a = 5 b = 1 c = 36 d = 56 *r* = .30

92. Our memories of general knowledge items such as the meanings of words or the dates of famous historical events are stored in _____.
    a. procedural memory
    b. semantic memory
    c. episodic memory
    d. eidetic memory
    Answer b % correct 56 a = 10 b = 56 c = 20 d = 14 *r* = .38

93. Your memories of personal information such as what you wore to work yesterday, what you ate for breakfast this morning, or who your spouse is, are stored in _____.
    a. procedural memory
    b. semantic memory
    c. episodic memory
    d. eidetic memory
    Answer c % correct 53 a = 6 b = 31 c = 53 d = 10 *r* = .32

94. When Rip Van Winkle returns to his native village, after 20 years of sleeping in the mountains, he goes immediately to the location of his former house and asks for his wife and children by name. The kind of memory that he is exhibiting is _____.
    a. procedural memory
    b. semantic memory
    c. episodic memory
    d. eidetic memory
    Answer c % correct 54 a = 21 b = 17 c = 54 d = 8 *r* = .39

95. On a TV game show, Jeannette is asked to name the state capital of Vermont. This information is most likely stored in _____.
    a. procedural memory
    b. semantic memory
    c. episodic memory
    d. eidetic memory
    Answer b % correct 78 a = 4 b = 78 c = 8 d = 10 *r* = .31

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96. Tim is studying for a test. After seven consecutive hours of studying, he finds he can remember what he just finished studying, but he can no longer remember what he studied five or six hours ago. Tim's memory problems are BEST explained by _____.
    a. proactive interference
    b. retrograde amnesia
    c. memory diffusion
    d. retroactive interference
    Answer d % correct 60 a = 20 b = 5 c = 14 d = 60 *r* = .23

97. Proactive interference of long-term memory means _____.
    a. new material interferes with memory of old material
    b. new material has suppressed short-term memories
    c. old material interferes with memory of new material
    d. old material has eliminated memories of new material
    Answer c % correct 73 a = 27 b = 0 c = 73 d = 0 *r* = .42

98. Retroactive interference of long-term memory means _____.
    a. new material interferes with memory of old material
    b. new material has suppressed short-term memories
    c. old material interferes with memory of new material
    d. old material has eliminated memories of new material
    Answer a % correct 85 a = 85 b = 1 c = 12 d = 2 *r* = .28

99. Tim is studying for a test. After seven consecutive hours of studying he finds he can remember what he just finished studying, but he can no longer remember what he studied five or six hours ago. Tim's memory problems are BEST explained by _____.
    a. proactive interference
    b. memory diffusion
    c. retroactive interference
    d. retrograde amnesia
    Answer c % correct 72 a = 24 b = 1 c = 72 d = 2 *r* = .30

100. "Old information inhibits one's ability to remember newer information" defines _____.
    a. interference
    b. retroactive inhibition
    c. proactive inhibition
    d. suppression
    Answer c % correct 49 a = 21 b = 29 c = 49 d = 1 *r* = .45

101. What kind of forgetting does the following incident illustrate?
    Ruth studied the names of learning theorists for her psychology class, after which she began studying the names of political theorists for her political science class. Much to her frustration, she found the names of the learning theorists were keeping her from being able to learn the names of the political theorists.
    a. decay
    b. proactive interference
    c. repression
    d. retroactive interference
    Answer b % correct 62 a = 0 b = 62 c = 2 d = 36 *r* = .32

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102. The theory that states that we forget information because other information gets in the way is the _____ theory.
    a. signal detection
    b. trace decay
    c. interference
    d. inhibition
    Answer c % correct 94 a = 0 b = 4 c = 94 d = 1 *r* = .41

103. Kerry's grandparents moved to a new neighborhood last year. Today, Kerry can easily remember their address but messes up their old one. This illustrates:
    a. trace decay.
    b. interference.
    c. retroactive inhibition.
    d. proactive inhibition.
    Answer c % correct 55 a = 14 b = 13 c = 55 d = 19 *r* = .46

104. Retroactive interference of long-term memory means _____.
    a. new material interferes with memory of old material
    b. new material has suppressed short-term memories
    c. old material interferes with memory of new material
    d. old material has eliminated memories of new material
    Answer a % correct 56 a = 56 b = 3 c = 40 d = 1 *r* = .21

105. Proactive interference of long-term memory means _____.
    a. new material interferes with memory of old material
    b. new material has suppressed short-term memories
    c. old material interferes with memory of new material
    d. old material has eliminated memories of new material
    Answer c % correct 62 a = 35 b = 2 c = 62 d = 1 *r* = .28

106. Little Tammy is talking to her grandfather. She loves to listen to him tell stories about when he was a child. He has very vivid recollections of his youth and enjoys telling people about his fond memories. Unfortunately, grandpa has a difficult time remembering what happened within the last few days or weeks. If there are no physiological problems, grandpa's memory problems are best explained by _____.
    a. proactive interference
    b. memory diffusion
    c. retroactive interference
    d. retrograde amnesia
    Answer a % correct 50 a = 50 b = 8 c = 19 d = 22 *r* = .28

107. Last week Lisa took an abnormal psychology test and did not miss a question. However, when a guest speaker came to class a week later to talk about schizophrenia, she had trouble remembering some of the relevant class material. She remembered even less about the topic when she saw a news report on schizophrenia a month later. What memory phenomenon explains what Lisa is experiencing?
    a. mirage effect
    b. serial position curve
    c. free recall curve
    d. curve of forgetting
    Answer d % correct 75 a = 4 b = 5 c = 16 d = 75 *r* = .42

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108. Your tutor has "one last word" for you before she ends today's session. She tells you to study material in the middle of your study session a little harder. What concept from memory research is the basis of her advice?
    a. serial position effect
    b. state-dependent learning
    c. transfer test
    d. imagery
    Answer a % correct 88 a = 88 b = 10 c = 0 d = 2 *r* = .52

109. Which of the following is NOT true of eidetic imagery?
    a. It is much more common in children than in adults.
    b. It seems to vary from person to person.
    c. Children with eidetic imagery outperform other children on tests of memory.
    d. Some people can produce eidetic images of three-dimensional objects.
    Answer c % correct 83 a = 0 b = 13 c = 83 d = 4 *r* = .36

110. Christine has always had an unusually effective memory. She credits this to the fact that after seeing something just once, she can visualize the object in great detail, as if she was looking at a photograph of it. Christine's ability is an example of _____.
    a. clairvoyance
    b. eidetic imagery
    c. episodic imagery
    d. mnemonics
    Answer b % correct 74 a = 3 b = 74 c = 14 d = 9 *r* = .53

The Three Stages of Remembering

111. Encoding is:
    a. recalling information.
    b. recognizing information.
    c. representing information.
    d. remembering information.
    Answer c % correct 55 a = 2 b = 27 c = 55 d = 16 *r* = .30

112. Someone a short distance away, to whom we have been paying no attention, quietly speaks your name, and suddenly you are attending to that conversation. This is an example of _____.
    a. Broadbent's filter theory
    b. shadowing
    c. the cocktail party phenomenon
    d. cue-controlled inhibition
    Answer c % correct 80 a = 6 b = 0 c = 80 d = 14 *r* = .34

113. Reproducing what one has learned exactly as one learned it, is required in the _____ method of testing memory.
    a. cued matching
    b. savings
    c. recognition
    d. serial recall
    Answer d % correct 77 a = 6 b = 7 c = 9 d = 77 *r* = .47

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114. The items on this test illustrate which method of testing memory?
    a. cued recall
    b. savings
    c. recognition
    d. free recall
    Answer c % correct 68 a = 24 b = 4 c = 68 d = 5 *r* = .49

115. A test that requires one to reproduce information in any order is a _____ test of memory.
    a. cued recall
    b. savings
    c. recognition
    d. free recall
    Answer d % correct 86 a = 8 b = 2 c = 4 d = 86 *r* = .47

116. A recognition test requires one to:
    a. reproduce material when provided a cue.
    b. profit from previous learning to relearn faster.
    c. pick the correct answer from among several possible ones provided.
    d. reproduce material without cues provided.
    Answer c % correct 72 a = 19 b = 2 c = 72 d = 5 *r* = .30

117. Which of the following is NOT true of schemas?
    a. They are a part of short-term memory.
    b. They can influence the amount of attention you pay to a given event.
    c. They help people retrieve information from memory.
    d. They help determine what you will recall.
    Answer a % correct 63 a = 63 b = 31 c = 1 d = 5 *r* = .43

118. Which of the following is NOT a type of memory test?
    a. schemata
    b. savings
    c. recognition
    d. free recall
    Answer a % correct 58 a = 58 b = 23 c = 8 d = 1 *r* = .40

119. The TOT is:
    a. the process of selectively noticing certain stimuli.
    b. the uncomfortable state of being close to recalling but not actually being able to recall it.
    c. a technique that improves memory.
    d. where one subconsciously substitutes one word for another (e.g., a malapropism).
    Answer b % correct 93 a = 1 b = 93 c = 4 d = 3 *r* = .48

120. You are asked to recall the word that means "a woman who houses and manages prostitutes." You are confident that you know what the term is, and you feel as though you are about to remember it, but it just will not pop out of your memory. You are experiencing:
    a. repression
    b. the partial recall phenomenon.
    c. the tip-of-the-tongue phenomenon.
    d. the exhaustive memory search process.
    Answer c % correct 88 a = 4 b = 4 c = 88 d = 5 *r* = .45

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The Biology of Memory

121. A soldier was injured when a mortar exploded next to him. Although he recovered from his wounds, he is not able to recall information from years ago. What term is used to describe this soldier's condition?
    a. retroactive amnesia
    b. retrograde amnesia
    c. proactive amnesia
    d. anteretrograde amnesia
    Answer b % correct 72 a = 14 b = 72 c = 4 d = 9 *r* = .34

122. Randy is recovering from an automobile accident in which he injured his head. The only noticeable psychological symptom of his injury is that he cannot remember what happened immediately prior to the accident. Randy's symptoms are typical of _____.
    a. organic amnesia
    b. retrograde amnesia
    c. psychogenic amnesia
    d. proactive inhibition
    Answer b % correct 89 a = 2 b = 89 c = 5 d = 4 *r* = .21

123. An explanation for the widespread storage of memories is that _____.
    a. the hippocampus is one of the most easily damaged areas of the brain
    b. several different senses may be involved in memory
    c. some specific parts of the brain are necessary for the formation of memory
    d. the memory center is located in the parietal lobes of both cerebral hemispheres
    Answer b % correct 79 a = 0 b = 79 c = 17 d = 4 *r* = .38

When Good Memory Goes Bad: False Memories

124. Flashbulb memories _____.
    a. are not subject to periodic revision
    b. concern events that are highly significant
    c. are almost always highly accurate
    d. include a memory's main subject, but not the background events
    Answer b % correct 79 a = 6 b = 79 c = 3 d = 12 *r* = .31

125. Flashbulb memories _____.
    a. are not subject to periodic revision
    b. usually concern events that are emotionally charged
    c. are almost always highly accurate
    d. usually concern events from early childhood
    Answer b % correct 74 a = 4 b = 74 c = 12 d = 9 *r* = .27

126. Flashbulb memories are:
    a. eidetic memories.
    b. clear and vivid memories of where one was and what one was doing when a special event occurred.
    c. photographic memories.
    d. visual images that are extremely difficult to describe.
    Answer b % correct 88 a = 5 b = 88 c = 4 d = 3 *r* = .30

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127. Memories that concern events that are highly significant and are vividly remembered are called _____.
    a. eidetic images
    b. elaborative rehearsals
    c. flashbulb memories
    d. eyewitness images
    Answer c % correct 92 a = 4 b = 0 c = 92 d = 4 *r* = .40

128. Memories that concern events that are highly significant and are vividly remembered are called _____.
    a. elaborative rehearsals
    b. flashbulb memories
    c. eidetic images
    d. eyewitness images
    Answer b % correct 93 a = 1 b = 93 c = 3 d = 2 *r* = .28

129. Memories that concern events that are highly significant and are vividly remembered are called _____.
    a. eidetic images
    b. elaborative rehearsals
    c. flashbulb memories
    d. eyewitness images
    Answer c % correct 73 a = 20 b = 4 c = 73 d = 3 *r* = .23

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