

## Chapter 7 - Human Memory

1. Which of the following does NOT describe one of the three main processes involved in memory?
  - a. evaluating information in memory
  - b. putting information into memory
  - c. maintaining information in memory
  - d. pulling information out of memory

*ANSWER:* a

2. Which memory process generally requires attention?
  - a. retrieval
  - b. decay
  - c. encoding
  - d. storage

*ANSWER:* c

3. Which of the following is an example of the memory process of storage?
  - a. feeling happy when you think about a party you recently attended
  - b. remembering to feed the dog
  - c. rehearsing lines from a play
  - d. maintaining the knowledge of your best friend's phone number for years

*ANSWER:* d

4. What is the specific term for the memory process that allows you to recite a poem that you have previously memorized?
  - a. retrieval
  - b. recognition
  - c. storage
  - d. encoding

*ANSWER:* a

5. Mary is studying in the library and she is very focused on reading over her class notes. She doesn't even notice the various conversations going on around her. As a result, she is becoming better prepared for the exam that is scheduled for tomorrow. Which of the following processes is best illustrated by this example?
  - a. attention
  - b. retrieval
  - c. storage
  - d. conditioning

*ANSWER:* a

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6. Which phenomenon provides evidence in support of late-selection models of selective attention?
- habituation to ambient noise in the environment
  - retrograde amnesia
  - slower reaction time among people who drive while using cell phones
  - the cocktail party effect

*ANSWER: d*

7. Which of the following is most likely to be encoded as a result of effortful processing?
- the best time to ask your parents for money
  - taste aversion learning
  - your impressions of your friends' moods
  - information needed to pass your midterm exam

*ANSWER: d*

8. Which of the following is most likely to be encoded as a result of automatic processing?
- the items on your grocery list
  - how to balance on a skateboard
  - the names of all the provinces and territories
  - your friend's new address

*ANSWER: b*

9. What is the shallowest level of verbal information processing?
- verbal encoding
  - semantic encoding
  - structural encoding
  - phonemic encoding

*ANSWER: c*

10. If you focus your attention on the sounds of the words that you are trying to remember, what type of encoding are you using?
- semantic encoding
  - structural encoding
  - verbal encoding
  - phonemic encoding

*ANSWER: d*

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11. What does the semantic level of processing focus attention on?
- the spelling of words
  - the meaning of words
  - the sounds of spoken words
  - the visual structure of written words

*ANSWER:* b

12. According to levels of processing theory, what type of processing leads to longer-lasting memory codes?
- shallower processing
  - broader processing
  - deeper processing
  - narrower processing

*ANSWER:* c

13. You have just been given a list of vocabulary words to study briefly before being tested on your memory of the words. As you read through the list, what should you do in order to have the best test score?
- Use each word in a sentence.
  - Think of a word that rhymes with each word.
  - Count how many letters are in each word.
  - Concentrate on the first letter of each word.

*ANSWER:* a

14. When studying for her psychology exam, Aimee would read each word from the list of key terms at the end of the chapter, read the definition of the term, and then think of an example that illustrated each term. Which process was Aimee using to try to enhance her memory of the terms?
- retrieval
  - generalization
  - imagery
  - elaboration

*ANSWER:* d

15. Their mom asked Emil and Niklas to help her remember to buy apples. While Emil focused his attention on how apples were his favourite fruit, Niklas thought of seeing a bag of big red apples in the shopping cart. Which methods were the two boys using?
- phonemic encoding and visual imagery
  - elaboration and structural encoding
  - elaboration and visual imagery
  - phonemic encoding and structural encoding

*ANSWER:* c

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16. If you attempt to improve your memory by focusing on attention, levels of processing, elaboration, and visual imagery, you are focusing on which memory process?
- storage
  - retrieval
  - encoding
  - memorization

*ANSWER: c*

17. Which theory suggests that memory is enhanced by forming both semantic and visual codes?
- enhanced imagery theory
  - encoding-storage theory
  - information-processing theory
  - dual-coding theory

*ANSWER: d*

18. Which approach to encoding involves deciding how or whether information is personally relevant?
- semantic encoding
  - dual-code encoding
  - deep processing encoding
  - self-referent encoding

*ANSWER: d*

19. Which of the following is an example of self-referent encoding?
- rehearsing a list of words out loud, over and over again
  - thinking of examples of the items you are trying to remember
  - linking new information to things that relate to your own life
  - generating a visual image of a concept to provide another cue for recall

*ANSWER: c*

20. What are sensory memory, short-term memory, and long-term memory the three components of?
- elaboration
  - storage
  - encoding
  - retrieval

*ANSWER: b*

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21. What is sensory memory?

- a. a limited-capacity store that can maintain unrehearsed information for up to about 20 seconds
- b. the same thing as working memory
- c. a brief type of storage that preserves information in its original form for a fraction of a second
- d. an unlimited capacity store that can hold information over lengthy periods of time

*ANSWER: c*

22. Which type of memory allows you to briefly retain information about something that ended a quarter of a second ago?

- a. working memory
- b. sensory memory
- c. instantaneous memory
- d. short-term memory

*ANSWER: b*

23. When a flashlight is waved quickly through the air in a circular pattern, you perceive a circle of light and not just a “single point” of light. Which type of memory functioning is this observation consistent with?

- a. short-term memory
- b. sensory memory
- c. visual memory
- d. long-term memory

*ANSWER: b*

24. Which memory system holds information in storage just long enough to give you time to recognize the stimulus?

- a. working memory
- b. long-term memory
- c. short-term memory
- d. sensory memory

*ANSWER: d*

25. What is short-term memory good for?

- a. maintaining rehearsed information for approximately five minutes
- b. preserving information in its original sensory form for a brief time, usually only a fraction of a second
- c. preserving episodic information long enough for cortical encoding
- d. maintaining unrehearsed information for up to about 20 seconds

*ANSWER: d*

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26. Shelly just looked up a phone number for the local pizza place. How long will the number be available in her short term memory if she doesn't rehearse the phone number?
- less than 1 second
  - approximately 4 seconds
  - approximately 20 seconds
  - at least 1 minute

*ANSWER: c*

27. In which memory store is rehearsal most beneficial for maintaining information?
- intermediate-term memory
  - short-term memory
  - long-term memory
  - sensory memory

*ANSWER: b*

28. While driving with her two young children, Veronique's car broke down. She called her husband on her cell phone and he told her the phone number of a towing company to call. If the children's behaviour prevents her from repeating the phone number to herself, how long will she have to dial the number before she forgets it?
- 1 minute
  - 45 seconds
  - 20 seconds
  - 2 seconds

*ANSWER: c*

29. If you don't write down a list of all the things you need at the store, how many individual items are you likely to be able to remember?
- no more than 2
  - 4
  - 10
  - up to 15

*ANSWER: b*

30. Before going to the grocery store, you think about all the things you need to buy in terms of the meals you will be creating for the next couple of days. For example, instead of trying to remember "milk, bread, eggs, vanilla" you just think of "French toast." What do we call this method of maintaining information in short-term memory?
- phonological loop
  - chunking
  - categorization
  - grouping

*ANSWER: b*

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31. Which component of working memory are you using when you recite a list of words over and over again?
- phonological loop
  - executive control system
  - episodic buffer
  - visuospatial sketchpad

*ANSWER: a*

32. While at a yard sale, you and your roommate find a great old couch. Which component of working memory are you using as you try to determine whether the couch will fit in your dorm room if you rearrange the beds, dressers, and desks?
- semantic buffer
  - executive control system
  - phonological rehearsal loop
  - visuospatial sketchpad

*ANSWER: d*

33. While Penny was riding the bus, she was reading her text messages, and also eavesdropping on the conversation behind her. She also paid attention to where she was on the route so that she didn't miss her stop. Which component of working memory allows Penny to monitor all of these events?
- visuospatial sketchpad
  - executive control system
  - phonological loop
  - episodic buffer

*ANSWER: b*

34. While Penny was riding the bus, she was reading her text messages, and also eavesdropping on the conversation behind her. She also paid attention to where she was on the route so that she didn't miss her stop. Which of the following is true if Penny is really good at this sort of juggling of information compared to other people?
- Penny has a high working memory capacity.
  - Penny's episodic memory is enhanced.
  - Penny is good at chunking.
  - Penny is able to utilize flashbulb memory.

*ANSWER: a*

35. Which component of working memory serves as the interface between working and long-term memory?
- semantic buffer
  - visuospatial sketchpad
  - executive control system
  - episodic buffer

*ANSWER: d*

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36. What is long-term memory?
- permanent changes in behaviour as a consequence of experience
  - a limited-capacity store that can maintain unrehearsed information for up to about 20 seconds
  - an unlimited capacity store that can hold information over lengthy periods of time
  - unusually vivid and detailed recollections of momentous events

*ANSWER: c*

37. In Wilder Penfield's brain-mapping studies, stimulation to which area of the brain caused patients to provide vivid descriptions of events?
- amygdala
  - occipital lobes
  - temporal lobes
  - hypothalamus

*ANSWER: c*

38. What do we call the unusually vivid and detailed recollections of momentous events?
- flashbulb memories
  - tip-of-the-tongue memories
  - episodic memories
  - long-term memories

*ANSWER: a*

39. If you know that someone has a flashbulb memory of an event, which of the following will be true of that memory?
- It will be vivid.
  - It will be delusional.
  - It will lack detail.
  - It will be very accurate.

*ANSWER: a*

40. Ray was given a long list of food words to memorize, and when he was asked to recall those words he started listing them in a different order than they had originally been listed. He first listed all the words that were names of fruits, then the names of all the dairy products, and so on. What do we call this tendency to group items into logical patterns?
- clustering
  - flashbulb memory
  - source monitoring
  - spreading activation

*ANSWER: a*

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41. When Allen was trying to remember all of the relatives that he wanted to invite to his wedding, he organized all the names as if they were in a family tree. Which concept is illustrated by this example?
- semantic network
  - conceptual hierarchy
  - clustering
  - schemas

*ANSWER:* b

42. Molly was trying to describe someone that she had just met, who happened to be a librarian. She described this person as quiet and wearing glasses, even though she was chatty and did not wear glasses. What has interfered with Molly's memory of her new acquaintance?
- a semantic network
  - a schema
  - a retrieval cue
  - an episodic buffer

*ANSWER:* b

43. Paige says the birthday party she just attended was a lot of fun: "We played games, had cake and ice cream, and got goodie bags." In reality, the ice cream was served with a brownie and not birthday cake. Which of the following is likely responsible for Paige's inaccurate memory?
- her birthday party schema
  - repression
  - the misinformation effect
  - the source-monitoring error

*ANSWER:* a

44. What is a semantic network?
- patterns of activation in highly interconnected computational networks
  - a group of familiar stimuli stored as a single unit
  - an organized cluster of knowledge about a particular object or event
  - nodes representing concepts, joined together by pathways that link related concepts

*ANSWER:* d

45. Which process explains why, when we think of one word, such as "fruit," it triggers our thinking of other words, such as "apples and oranges"?
- source monitoring
  - the tip-of-the-tongue phenomenon
  - parallel distributed processing
  - spreading activation within a semantic network

*ANSWER:* d

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46. According to the concept of semantic networks, which of the following political science class topics would facilitate your remembering John A. Macdonald's name?
- a. conservatives
  - b. prime ministers
  - c. parliament
  - d. world leaders

*ANSWER: b*

47. What are connectionist models of memory based on?
- a. connections between encoding, storage, and retrieval
  - b. connections between sensory, short-term, and long-term memory
  - c. how computer systems process information
  - d. how neural networks process information

*ANSWER: d*

48. In which memory model is the memory for an item of knowledge represented by a specific pattern of activation?
- a. semantic network model of memory
  - b. connectionist model of memory
  - c. information-processing model of memory
  - d. conditioning model of memory

*ANSWER: b*

49. Which of the following pairs of terms do NOT belong together?
- a. retrieval; short-term memory
  - b. encoding; attention
  - c. schema; long-term memory
  - d. rehearsal; short-term memory

*ANSWER: a*

50. Mandy did very well on her midterm but there was one question that really frustrated her. She could not remember the correct answer during the exam and she left it blank. Once she got home, the answer popped into her mind as soon as she saw her notebook and textbook sitting on the kitchen table. According to Tulving's view of memory retrieval, what is the state of Mandy's memory for the answer to that one question?
- a. The information was in working memory, but not in long-term memory.
  - b. The information was available but not accessible during the exam.
  - c. The information was accessible but not available during the exam.
  - d. The information was in long-term memory, but not in working memory.

*ANSWER: b*

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51. Which of the following best describes the tip-of-the-tongue phenomenon?
- a. partial retrieval
  - b. partial storage
  - c. complete storage failure
  - d. complete retrieval failure

*ANSWER: a*

52. Often, individuals are not able to answer a straightforward question (such as “Who was prime minister after Brian Mulroney?”) but they can remember the answer (Kim Campbell) when given a hint (such as “Her last name is the same as a brand of soup”). What is the hint in this example?
- a. a tip-of-the-tongue cue
  - b. a semantic cue
  - c. a rehearsal cue
  - d. a retrieval cue

*ANSWER: d*

53. Brianne is trying to remember the name of the regular babysitter she had when she was younger. When her dad reminds her that he called the sitter Sarge because she strictly enforced the rules, Brianne correctly remembers her name as Marge. In this example, what did “Sarge” serve as?
- a. a hint
  - b. a phonemic cue
  - c. a retrieval cue
  - d. a semantic cue

*ANSWER: c*

54. People often find that they can remember events more easily when in the same physical place as they were when they first experienced the event. What does this illustrate?
- a. the influence of imagery on retrieval
  - b. the influence of context on encoding
  - c. the influence of context on retrieval
  - d. the influence of imagery on encoding

*ANSWER: c*

55. When Kaatja visited her old elementary school for her niece’s band concert, she was overwhelmed with long-forgotten memories of her friends, teachers, and events from her childhood. What type of cues did returning to her former school provide Kaatja?
- a. delayed cues
  - b. tip-of-the-tongue cues
  - c. context cues
  - d. structural cues

*ANSWER: c*

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56. Which stage of memory is best characterized as a reconstruction?

- a. working memory
- b. short-term memory
- c. sensory memory
- d. long-term memory

*ANSWER: d*

57. According to research by Loftus on eyewitness testimony, which of the following is true of the recall of an accident or crime scene?

- a. It is so vivid that it is subject to very little memory error.
- b. It can be influenced by the questions eyewitnesses are asked.
- c. It can be significantly improved by the use of hypnosis.
- d. It is distorted by emotion and is completely inaccurate.

*ANSWER: b*

58. Nick was a witness to a robbery in a convenience store where the thief jumped over the counter, grabbed a handful of money and left very quickly. When a police officer interviewed Nick and the cashier, Nick told the police officer that he did not see a weapon of any kind. The cashier said that she saw a gun. Later, when Nick was telling his friends about the robbery, he recalled seeing a gun. According to Loftus, what changed Nick's memory for the event?

- a. misinformation effect
- b. post-context effect
- c. reconstruction effect
- d. source-monitoring effect

*ANSWER: a*

59. What are you engaging in if you are trying to remember whether you told your roommate that you would not be home for dinner tomorrow, or you just thought about telling her?

- a. source monitoring
- b. imagination inflation
- c. reconstruction
- d. reality monitoring

*ANSWER: d*

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60. If you incorrectly recall your psychology professor saying, "Psychology is a poor choice for a university major," when in reality it was your philosophy professor who made the statement, what type of error did you make?
- source-monitoring error
  - misinformation error
  - reality-monitoring error
  - retention error

*ANSWER:* a

61. Elaine has a tendency to tell the same stories over and over again. She can't seem to remember who has heard the story and who has not. Which type of errors does Elaine make?
- source-monitoring errors
  - reality-monitoring errors
  - prospective-memory errors
  - destination-memory errors

*ANSWER:* d

62. According to Ebbinghaus's research, what is the pattern in which memory for meaningless information is forgotten?
- very gradually over several days
  - each item is forgotten immediately
  - very gradually for several hours and then at a very rapid rate
  - very rapidly in the first few hours after learning

*ANSWER:* d

63. If, on a midterm exam, you were asked to list all the lobes of the brain, what kind of measure of retention is that question?
- relearning
  - recall
  - recitation
  - recognition

*ANSWER:* b

64. Which method of retention assessment is a history teacher using when he asks his students to state from memory the categories defined in the Canadian Charter of Rights and Freedoms?
- recitation
  - recall
  - recognition
  - relearning

*ANSWER:* b

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65. On your midterm exam, if you are given a list of brain regions and asked to write those regions into the correct places on a diagram of the brain, what sort of measure of retention is being used?
- recognition
  - relearning
  - rote
  - recall

*ANSWER:* a

66. Why do most students find recognition tests easier than recall tests?
- Recall tests provide retrieval cues.
  - Recall tests provide relearning cues.
  - Recognition tests provide retrieval cues.
  - Recognition tests provide relearning cues.

*ANSWER:* c

67. Multiple-choice exams such as this one primarily measure retention by using which method?
- recall
  - recitation
  - relearning
  - recognition

*ANSWER:* d

68. What method measures retention by requiring an individual to memorize information a second time to determine how much time or effort is saved?
- recitation
  - relearning
  - recall
  - recognition

*ANSWER:* b

69. With which method of measuring forgetting are savings scores associated?
- relearning
  - retention
  - recall
  - recognition

*ANSWER:* a

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70. As you are reading an exam question, you cannot think of the correct term and you say to yourself, "I can't believe I forgot this." In reality, you never knew the answer in the first place. What does this example illustrate?
- pseudoforgetting
  - decay
  - retrieval failure
  - interference

*ANSWER:* a

71. Poor memory for information often occurs when the information receives only a shallow level of processing. In this case, what leads to memory failure?
- storage failure
  - retrieval failure
  - interference
  - ineffective encoding

*ANSWER:* d

72. According to decay theory, why does forgetting occur?
- because of the passage of time
  - because of the deterioration of the nervous system with increasing age
  - because of competition from other memories
  - because of ineffective encoding of information

*ANSWER:* a

73. As Camilla tries to play a piece of music from memory, she forgets a lot of notes and in some cases lapses into playing another song that she knows better. She finds this frustrating because she has remembered this piece perfectly in the past. In this example, what seems to be the cause of forgetting?
- storage failure
  - interference
  - ineffective encoding
  - decay

*ANSWER:* b

74. We may forget information because of experiences we have either before or after learning the information. Which of the following is consistent with this statement?
- interference theory
  - retrieval failure
  - ineffective encoding
  - decay theory

*ANSWER:* a

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75. Intervening material is most likely to cause an increase in forgetting when the intervening material is very similar to the information that is to be remembered. What is this called?
- a. motivated forgetting
  - b. retrieval failure
  - c. ineffective encoding
  - d. interference

*ANSWER: d*

76. Joseph can't recall his old phone number now that he has learned his new phone number. What leads to this type of forgetting?
- a. proactive interference
  - b. negative interference
  - c. retroactive interference
  - d. positive interference

*ANSWER: c*

77. Aras took three years of French in high school before switching to studying German in college. He has noticed that he has forgotten a lot of his French vocabulary. Which of the following is most likely responsible for his loss of French?
- a. retroactive interference
  - b. proactive interference
  - c. motivated forgetting
  - d. decay

*ANSWER: a*

78. At the beginning of January every year, people typically write or say the previous year when they are asked to indicate the current date. Which of the following explains this type of error?
- a. negative interference
  - b. proactive interference
  - c. positive interference
  - d. retroactive interference

*ANSWER: b*

79. Which theory of forgetting would best explain why Emma was unable to remember her Grade 2 teacher's name yesterday, but can remember it today?
- a. interference
  - b. decay
  - c. motivated forgetting
  - d. retrieval failure

*ANSWER: d*

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80. Joshua has been trying unsuccessfully for days to remember the name of a song that was popular when he was in Grade 10. The “oldies” radio station just played the song, and after hearing only the first few seconds, the name of the song “popped into his head.” What was provided by the opening seconds of the song?
- retroactive cues
  - proactive cues
  - context cues
  - retrieval cues

*ANSWER: d*

81. Your professor tells you that the final exam for the course will be a short-essay style of exam, and that you should study for the exam by trying to understand concepts and applications of the material rather than trying to memorize definitions or a series of facts. Which of the following is consistent with your professor’s advice?
- state-dependent learning
  - transfer-appropriate processing
  - reconstruction
  - reality monitoring

*ANSWER: b*

82. Which of the following is reflected in Sigmund Freud’s concept of repression?
- interference
  - decay
  - ineffective encoding
  - retrieval failure

*ANSWER: d*

83. At Debbie’s 20th high school reunion, her old friends talk about the time in Grade 11 when Debbie tripped in the cafeteria and spilled her lunch tray full of spaghetti all over the captain of the football team. Debbie enjoys hearing the story, but claims to have no memory of the event. According to Sigmund Freud, what causes her lack of memory for the event?
- interference
  - ineffective encoding
  - repression
  - decay

*ANSWER: c*

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84. A 45-year-old woman suddenly becomes aware of long-forgotten memories of being abused by her father when she was six years old. Her father denies the allegations. This case can be described as a typical example associated with which controversy?
- false allegation controversy
  - memory retrieval controversy
  - memory reconstruction controversy
  - recovered memory controversy

*ANSWER: d*

85. Psychologists who accept the accuracy of recovered memories of abuse are most likely to attribute the recent upsurge in recovered memories to which factor?
- increased sensitivity to an issue that people used to be reluctant to discuss
  - use of more effective techniques that allow for the recovery of childhood memories
  - an increase in the level of childhood abuse occurring in society
  - inadvertently created memories after a therapist makes suggestions of childhood abuse

*ANSWER: a*

86. There have been numerous case studies of recovered memories for which there is clear evidence that the recovered memory is false. Which of the following perspectives is weakened by such evidence?
- psychodynamic repression
  - retroactive interference
  - encoding specificity principle
  - memory as reconstruction

*ANSWER: a*

87. Which memory phenomenon provides evidence to suggest that recovered memories may be false?
- proactive interference
  - state-dependent learning
  - misinformation effect
  - pseudoforgetting

*ANSWER: c*

88. According to Daniel Schacter, what is the significance of the “memory sins” that he has described?
- They are common among individuals who have poor memories, and rare among individuals with good memories.
  - They provide evidence that memory is predominantly flawed and should not be trusted.
  - They are indicators of disease or disorder, and should be treated as medical symptoms.
  - They are inconvenient by-products of a memory system that normally functions very efficiently.

*ANSWER: d*

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89. Which of the following is suggested about a memory trace, based on evidence about long-term potentiation (LTP)?
- It depends on biochemical changes at specific synapses.
  - It develops from altering hormonal levels in the brain.
  - It consists of specific neural circuits.
  - It involves anatomical changes in the structure of the brain.

*ANSWER: c*

90. Which model of memory is most consistent with the finding that there is a localized neural circuit in a rabbit's brain that corresponds with the rabbit's memory of a conditioned eye blink response?
- connectionist
  - information processing
  - semantic network
  - consolidation

*ANSWER: a*

91. Following a serious car accident in which both Hank and Ron suffer head injuries, they both have amnesia. Hank cannot remember events that occurred before the accident, while Ron cannot remember events that occurred after the accident. Which types of amnesia are they experiencing?
- Hank's amnesia is retroactive while Ron's is proactive.
  - Hank has retrograde amnesia while Ron has anterograde amnesia.
  - Hank's amnesia is proactive while Ron's is retroactive.
  - Hank has anterograde amnesia while Ron has retrograde amnesia.

*ANSWER: b*

92. Steven experienced a serious head injury during a hockey game. When he regained consciousness, he found that he couldn't remember going to the rink that day. Upon further questioning, it was revealed that he could not recall anything in the two years leading up to the injury. What sort of amnesia did Steven experience?
- complete amnesia
  - retrograde amnesia
  - partial amnesia
  - anterograde amnesia

*ANSWER: b*

93. Your text described the case of H.M., who, following brain surgery, developed a severe case of anterograde amnesia. Which of the following memory tasks could he NOT do after the surgery?
- use short-term memory to carry on a complex conversation
  - consolidate new long-term memories
  - look up a phone number and rehearse it until he dialed the number
  - recite a poem that he had learned in childhood

*ANSWER: b*

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94. Which area of the brain is associated with the consolidation of long-term memories?

- a. cerebral cortex
- b. medulla
- c. hypothalamus
- d. hippocampal region

*ANSWER: d*

95. What do we call the hypothetical process during which information is converted into durable long-term memory codes?

- a. storage
- b. retention
- c. consolidation
- d. expansion

*ANSWER: c*

96. According to the consolidation view, where is memory stored after the consolidation of a long-term memory?

- a. cerebellum
- b. hippocampus
- c. hypothalamus
- d. cerebral cortex

*ANSWER: d*

97. According to various lines of recent research, what type of memory is associated with areas in the prefrontal cortex?

- a. working memory
- b. procedural memory
- c. declarative memory
- d. long-term memory

*ANSWER: a*

98. Which area of the brain, adjacent to the hippocampus, appears to be critical to the formation of memories for learned fears and other emotional memories?

- a. thalamus
- b. amygdala
- c. hypothalamus
- d. olfactory bulb

*ANSWER: b*

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99. On your way to your psychology class, you pass a newsstand where a tabloid headline reads: “Brazen Celebrity Seduces Pop Star.” When you get to class, your professor is doing a demonstration about memory and asks you to complete a series of word stems. Although most of your class completes the stem br\_\_\_\_\_ with “bread” or “broke,” you complete it as “brazen.” You don’t actually recall reading that word, and you’re not sure why it popped into your mind. What does this example illustrate?
- implicit memory
  - declarative memory
  - explicit memory
  - procedural memory

*ANSWER:* a

100. If you are in a city that you haven’t visited in years, and you easily find your way to the mall “on a hunch,” what are you most likely relying on?
- implicit memory
  - explicit memory
  - working memory
  - declarative memory

*ANSWER:* a

101. Which memory system contains memories for factual information such as names, faces, events, definitions, and concepts?
- declarative memory
  - procedural memory
  - prospective memory
  - retrospective memory

*ANSWER:* a

102. Which memory system contains your memory of how to do something, such as how to shoot a free throw in basketball?
- declarative memory
  - episodic memory
  - semantic memory
  - procedural memory

*ANSWER:* d

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103. Which memory system requires little effort or attention in order to recall a memory and, in it, memories do not decline much over long retention intervals?
- procedural memory
  - episodic memory
  - semantic memory
  - declarative memory

*ANSWER:* a

104. Which two types of memories are both considered to be divisions of declarative memory?
- prospective and procedural
  - semantic and procedural
  - prospective and episodic
  - semantic and episodic

*ANSWER:* d

105. Which memory system contains your memory of your favourite birthday party?
- episodic memory
  - nondeclarative memory
  - procedural memory
  - semantic memory

*ANSWER:* a

106. Which of the following would be contained in an individual's episodic memory?
- the year that the first psychology laboratory was founded
  - how to parallel park a car
  - her first day of school was rainy and cold
  - her next-door neighbour's last name is Jackson

*ANSWER:* c

107. Which memory system contains your memories of general knowledge and facts not tied to or associated with memories of when you first learned them?
- semantic memory
  - procedural memory
  - nondeclarative memory
  - episodic memory

*ANSWER:* a

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108. Which of the following memories is most likely to be contained in an individual's semantic memory?
- his next-door neighbour's last name is Jackson
  - how to parallel park a car
  - his sixth birthday party was at a circus
  - when he was 10 years old, he broke his neighbour's bedroom window with a baseball

*ANSWER:* a

109. When someone asks you about your mother's middle name, you realize that you know it but you don't know how or why you know it. Which type of memory is your mother's middle name?
- implicit memory
  - episodic memory
  - short-term memory
  - semantic memory

*ANSWER:* d

110. Paul often forgets to show up for appointments, and to pay bills on time. His friends call him absentminded, but he has an excellent memory for names, facts, and procedures. Which type of memory does Paul have problems with?
- procedural memory
  - implicit memory
  - declarative memory
  - prospective memory

*ANSWER:* d

111. What is remembered using prospective memory?
- previously learned information
  - actions that were performed in the past
  - to perform actions in the future
  - chronological, or temporally dated, recollections of personal experiences

*ANSWER:* c

112. Which unifying theme in psychology is reflected by schemas, the misinformation effect, source monitoring, and the repressed memory controversy?
- People's experience of the world is highly subjective.
  - Heredity and environment jointly influence behaviour.
  - Behaviour is shaped by cultural heritage.
  - Psychology is theoretically diverse.

*ANSWER:* a

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113. Which unifying theme in psychology is reflected by the observation that an individual's memory of a specific event is influenced by a variety of factors such as how the event was encoded, how the information was organized in storage, and intervening events between the original event and the retrieval of the memory?
- Psychology is empirical.
  - Behaviour is shaped by cultural heritage.
  - Behaviour is determined by multiple causes.
  - Psychology evolves in a sociohistorical context.

*ANSWER: c*

114. What do we call the strategies designed to enhance memory through the use of either verbal cues or visual imagery to enrich encoding?
- acronyms
  - serial-position identifiers
  - mnemonic devices
  - methods of loci

*ANSWER: c*

115. Melanie gives her students a lot of quizzes, and often retests the same material over again, in order to improve her students' performance. Which of the following does Melanie use?
- massed practice
  - enriched encoding
  - mnemonics
  - testing effect

*ANSWER: d*

116. Children often have difficulty remembering the letters in the middle of the alphabet. What does this reflect?
- overlearning of the first letters in the alphabet
  - the serial-position effect
  - distributed practice
  - the use of mnemonic devices

*ANSWER: b*

117. If you are planning to spend six hours studying for your final exam in psychology, which of the following would be the best strategy?
- Have one uninterrupted six-hour study session the day before the exam.
  - Have two three-hour study sessions with one session the day before the exam and the other right before the exam.
  - Have three two-hour study sessions with one session per day starting three days before the exam.
  - Have three two-hour study sessions all on the day before the exam.

*ANSWER: c*

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118. Your textbook suggests that it is beneficial for students to outline reading assignments. What does this method encourage students to do?
- a. overlearn the material
  - b. develop a mnemonic device
  - c. organize material hierarchically
  - d. make the material personally meaningful

*ANSWER: c*

119. Which of the following is NOT one of the benefits of developing and using a mnemonic device?
- a. organizing the information
  - b. increasing the capacity of your sensory memory
  - c. making the information more meaningful
  - d. engaging in a deeper level of processing

*ANSWER: b*

120. The phrase “My very educated mother just served us nine pizzas” can be used to recall the order of the planets in the solar system (Mercury, Venus, Earth...). What is the name of this method?
- a. method of loci
  - b. narrative method
  - c. acrostic method
  - d. acronym method

*ANSWER: c*

121. If you remember the names of the Great Lakes (Huron, Ontario, Michigan, Erie, Superior) by recalling the word “HOMES” as a cue, what are you using?
- a. link method
  - b. acronym method
  - c. method of loci
  - d. acrostic method

*ANSWER: b*

122. Nancy decides to use the narrative method to try to remember a series of items. What will Nancy create to help her connect all of the items together?
- a. a word
  - b. a visual image
  - c. a sentence
  - d. a story

*ANSWER: d*

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123. Which mnemonic device involves forming a mental image of the items to be remembered in a way that strings them together?
- a. an acrostic
  - b. an acronym
  - c. the method of loci
  - d. the link method

*ANSWER:* d

124. Suzi remembers items on a shopping list by imagining the items placed at certain locations along the route she normally drives through her neighbourhood. What method is she using?
- a. the method of loci
  - b. narrative story method
  - c. the link method
  - d. acronym method

*ANSWER:* a

125. What do we call the tendency to mould our interpretation of the past to fit how events actually turned out?
- a. reconstruction bias
  - b. overconfidence bias
  - c. confirmation bias
  - d. hindsight bias

*ANSWER:* d

126. Regarding estimates of memory accuracy, what is true of most people?
- a. People underestimate the accuracy of their memory.
  - b. People overestimate the accuracy of their memory.
  - c. People estimate the accuracy of their memory very inaccurately by either overestimating or underestimating their accuracy.
  - d. People estimate the accuracy of their memory fairly accurately.

*ANSWER:* b

127. When do people tend to more accurately estimate their confidence in the accuracy of their memory of an event?
- a. when they were an eyewitness to the event
  - b. when they ignore the hindsight bias
  - c. when they consider reasons that their memory may not be accurate
  - d. when they consider reasons that their memory may be accurate

*ANSWER:* c

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128. What component of memory storage allows George to compare the feel of the towels?
- short-term memory
  - working memory
  - long-term memory
  - sensory memory

*ANSWER: d*

129. The odour of the dish soap leads George to think of funeral homes, and then a specific funeral. What does this example illustrate?
- procedural memory
  - spreading activation in a semantic network
  - the link method
  - parallel distributed processing

*ANSWER: b*

130. In which memory system is George's memory of his grandfather's funeral contained?
- semantic memory
  - implicit memory
  - procedural memory
  - episodic memory

*ANSWER: d*

131. When George left the store without buying socks, which type of memory failed?
- procedural memory
  - declarative memory
  - prospective memory
  - implicit memory

*ANSWER: c*

132. When George uses "BEDS" to help him remember his list, what technique is he using?
- a narrative
  - the method of loci
  - the link method
  - an acronym

*ANSWER: d*