

Chapter 7 - Human Memory

1. What is the order of the basic memory processes in which information enters our memory system and is used later?
 - a. encoding, storage, retrieval
 - b. acquisition, encoding, retrieval
 - c. encoding, retrieval, storage
 - d. storage, retrieval, acquisition

ANSWER: a

2. What must occur in order for a memory to be stored?
 - a. encoding
 - b. retrieval
 - c. modelling
 - d. chunking

ANSWER: a

3. Jorge listens attentively to the premier's speech and converts the information from the speech into new memories. What process allows Jorge to form new memories as information is encountered for the first time?
 - a. encoding
 - b. storage
 - c. retrieval
 - d. priming

ANSWER: a

4. Shayla is able to retain the vocabulary she learned in her first-semester Spanish class after the class has ended. What memory process accounts for the fact that Shayla can hold information in her memory for extended periods of time?
 - a. encoding
 - b. retrieval
 - c. chunking
 - d. storage

ANSWER: d

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5. Which memory process would you be using if you were attempting to remember where you left your keys?
- encoding
 - storage
 - retrieval
 - acquisition

ANSWER: c

6. What is the term for the process of remembering?
- encoding
 - information registry
 - retrieval
 - storage

ANSWER: c

7. Thalia studied for her midterm and when her roommate quizzed her, she gave correct answers to all sorts of questions. The day of the midterm, however, Thalia was unable to provide answers to questions that she had answered the night before. What can you conclude from this memory failure?
- Thalia stored the information appropriately, but her encoding was faulty.
 - Thalia encoded and stored the wrong information.
 - Thalia did not actually encode the information.
 - Thalia encoded the information and stored it, but she was unable to retrieve it.

ANSWER: d

8. Zachariah was nervous about his midterm exams, but once he started he found that he was able to accurately recall the necessary information. Which memory process accounts for Zachariah's access and utilization of the information in his memory?
- encoding
 - storage
 - retrieval
 - rehearsal

ANSWER: c

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9. Which process is important for memory and involves focusing awareness on a narrow range of stimuli or events?
- elaboration
 - clustering
 - attention
 - encoding

ANSWER: c

10. Which of the following is a component of most theories of attention?
- the assumption that the vast majority of stimuli reach conscious awareness
 - recognition that our attention is distributed equally among all sensory inputs
 - the concept of attention as a selective filter that screens out most stimuli
 - emphasis on the nonselective nature of attention

ANSWER: c

11. Which of the following is proposed by early-selection theories of attention?
- Stimuli are screened out before they reach the sense organs.
 - Stimuli are screened out before the brain processes the meaning of sensory input.
 - Stimuli are screened out immediately after the brain processes the meaning of sensory input.
 - Attention is distributed equally among all stimulus inputs that are above threshold.

ANSWER: b

12. Curtis is working on a presentation and doesn't hear the phone ringing in the background. Later, he is surprised to find three phone messages have come in for him, because he was totally unaware that the phone had even rung. Which of the following models is supported by this example?
- late selection
 - early selection
 - retroactive interference
 - proactive interference

ANSWER: b

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13. Frances is daydreaming during her botany class and has not been listening to the lecture at all. She is suddenly aware that her professor has just called her name and is waiting for her to respond to a question that has been asked. Which type of model is supported by this example?
- early-selection model of attention
 - late-selection model of attention
 - retroactive model of attention
 - acoustic-blocking model of attention

ANSWER: b

14. Even if you are not attending to a particular conversation between two people, you may notice if one of the people says your name. What is the term for this type of occurrence?
- Posner effect
 - Craik effect
 - cocktail party phenomenon
 - self-referent phenomenon

ANSWER: c

15. Cherie is trying to do two things at once. She is completing a time-limited online quiz for a very important course (so she has to pay attention to the questions), and she is trying to monitor a conversation going on behind her, involving some juicy gossip. Which of the following would you expect if you asked Cherie to recall as much as possible about the conversation?
- She would not remember as much as she would have if she had focused on the conversation.
 - She would have excellent memory for the conversation, because parallel-distributed processing would temporarily allow her to monitor two streams of content.
 - She would have poor memory for components of the conversation that were similar in content to the quiz.
 - She would remember more than usual about the conversation, because the topic was personally relevant.

ANSWER: a

16. Which of the following has been demonstrated to be the least dangerous method of conversation while driving?
- using text messaging
 - talking on a hands-free cellular phone
 - talking to passengers in the vehicle
 - talking on a hand-held cellular phone

ANSWER: c

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17. When a driver of a vehicle is having a conversation, which of the following is most likely to lead to problems with driving?
- a. conflicting recommendations from backseat drivers
 - b. changes in emotional reactivity
 - c. divided attention
 - d. inability to detect other auditory stimuli

ANSWER: c

18. Which of the following was NOT a level of processing associated with verbal information as suggested by Craik and Lockhart?
- a. functional
 - b. phonemic
 - c. structural
 - d. semantic

ANSWER: a

19. Kiana was given a list of words as part of a memory test that included “dog, pail, and hate.” Later, she recalled these words as “dig, paint, and hard.” Based on Kiana’s errors in recall, how did she encode the original word list?
- a. implicitly
 - b. semantically
 - c. phonemically
 - d. structurally

ANSWER: d

20. In which level of processing is emphasis placed on the sounds of words?
- a. morphemic
 - b. phonemic
 - c. platonic
 - d. mnemonic

ANSWER: b

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21. Xavier was given a list of words as part of a memory test that included “dog, pail, and hate.” Later, he recalled these words as “log, whale, and late.” Based on Xavier’s errors in recall, how did he encode the original word list?
- a. semantically
 - b. phonemically
 - c. retroactively
 - d. structurally

ANSWER: b

22. Which type of memory code emphasizes the meaning of verbal input?
- a. phonemic
 - b. semantic
 - c. episodic
 - d. structural

ANSWER: b

23. Taryn was given a list of words as part of a memory test that included “dog, pail, and hate.” Later, she recalled these words as “pup, bucket, and dislike.” Based on Taryn’s errors in recall, how did she encode the original word list?
- a. semantically
 - b. structurally
 - c. proactively
 - d. phonemically

ANSWER: a

24. Which of the following sequences represents progressively deeper levels of processing?
- a. phonemic, semantic, structural
 - b. structural, phonemic, semantic
 - c. semantic, phonemic, structural
 - d. structural, semantic, phonemic

ANSWER: b

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25. What is the deepest level of processing of information in memory?

- a. triarchic level of encoding
- b. attentional encoding
- c. semantic level of encoding
- d. dyadic encoding

ANSWER: c

26. Which level of processing should result in the longest lasting memory codes?

- a. semantic
- b. phonemic
- c. structural
- d. mnemonic

ANSWER: a

27. Two students took a memory test where they had to remember 20 words that were flashed on a screen. Mallory tried to think of rhymes for each word as it appeared on the monitor. Bailey tried to think of ways each word could be used in a sentence. Which of the following should you predict based on Craik and Lockhart's levels-of-processing theory?

- a. Mallory will have better recall of the words because she used semantic encoding.
- b. Bailey will have better recall of the words because she used semantic encoding.
- c. Bailey will have poorer recall of the words because she used structural encoding.
- d. Both students should have equivalent recall of the words.

ANSWER: b

28. Which of the following is an example of structural encoding?

- a. remembering a series of symbols by noting the angle of each of the lines
- b. remembering a grocery list by visualizing the cake you will make with the ingredients
- c. thinking of definitions for each word you must remember
- d. thinking of rhyming words for each item on your shopping list

ANSWER: a

29. Which of the following is an example of phonemic encoding?

- a. memorizing lines from a poem
- b. remembering a grocery list by visualizing the cake you will make with the ingredients
- c. thinking of definitions for each word you must remember
- d. thinking of rhyming words for each item on your shopping list

ANSWER: d

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30. Which of the following is an example of semantic encoding?
- memorizing lines from a poem
 - remembering a grocery list by visualizing the cake you will make with the ingredients
 - thinking of definitions for each word you must remember
 - thinking of rhyming words for each item on your shopping list

ANSWER: c

31. What does the process of elaboration involve?
- linking a stimulus to other information at the time of encoding
 - decreasing the complexity of the material to be remembered
 - forming two kinds of memory code for each word
 - the creation of visual images to represent the words to be remembered

ANSWER: a

32. Hugh is studying for his geography test. He is in a hurry, so he focuses on memorizing the main points of the text and skips all of the examples that the authors provide to illustrate each main point. Which of the following is true for this case?
- Hugh is using an efficient study strategy, because examples often cause students to become confused about key issues.
 - Hugh's strategy is ineffective and he will probably not retain many of the main ideas that he reads.
 - Hugh is chunking to create fewer storage units, and this should aid his later recall of the information.
 - Hugh is using deep processing, which should produce a very durable memory for the material.

ANSWER: b

33. Naomi is studying for her physics exam. While she is studying, she thinks about each lab demonstration that was used to illustrate key ideas. Which of the following is true for this case?
- Naomi uses shallow processing that does not focus on the underlying meaning of the material she is reading.
 - Naomi is using an efficient study strategy, because examples should help her to recall key ideas.
 - Naomi employs the linking method to create a more complete semantic network.
 - Naomi's strategy is an ineffective study strategy because it will probably cause her to confuse many of the key ideas.

ANSWER: b

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34. Which of the following lists of words should be easiest to remember, based on Paivio's dual-coding theory?
- a. a list of nonsense words, such as filt and borm
 - b. a list of rhyming words, such as boy and destroy
 - c. a list of words for concepts or ideas, such as honesty and democracy
 - d. a list of words that you can visualize, such as dog and beer

ANSWER: d

35. Dr. Boissoneau is a well-liked professor, and students always say that it is very easy to remember his lectures. Dr. Boissoneau uses a lot of funny pictures to illustrate his points (such as a picture of Napoleon being soaked by a bucket of water, when discussing the battle of Waterloo), and he creates all kinds of examples and metaphors when explaining theories or concepts (such as comparing Marie Antoinette to Miley Cyrus). What is it about Dr. Boissoneau that is most effective for helping students to remember his lectures so easily?
- a. Students don't necessarily remember more of the lectures, but they find the lectures entertaining so they feel like they're learning more.
 - b. He uses examples to enhance elaborative coding, which is more complex than visual imagery and results in better recall.
 - c. According to dual-coding theory, memory is enhanced by both visual and semantic codes, since either can lead to recall.
 - d. He uses visual imagery, which is more salient than semantic elements like metaphors.

ANSWER: c

36. Which of the following statements about memory is proposed by dual-coding theory?
- a. It is composed of episodic and semantic codes.
 - b. It is composed of declarative and procedural elements.
 - c. It is enhanced by schematic and nonschematic elements.
 - d. It is enhanced by forming either semantic or visual codes.

ANSWER: d

37. What is involved in self-referent encoding?
- a. forming two kinds of memory codes for each word
 - b. linking a stimulus to other information at the time of encoding
 - c. the creation of visual images to represent the words to be remembered
 - d. making the material to be remembered personally meaningful

ANSWER: d

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38. Whitney's neighbours are surprised that she never forgets their anniversary, but their wedding anniversary falls on the same day as Whitney's birthday, so she finds it an easy date to remember. Which of the following is illustrated by Whitney's easy recall of the anniversary date?
- spreading activation in a semantic network
 - prospective memory processes
 - semantic encoding
 - self-referent encoding

ANSWER: d

39. Several friends are arguing over the actual date of Will and Kate's royal wedding. Some of them think it was in May, several think it was in early April, and one thinks it may have been in June. Seth confidently tells them it was on April 29, because it was the same day that his daughter was born. Which of the following is illustrated by the example of Seth's accurate recall?
- prospective memory processes
 - semantic encoding
 - self-referent encoding
 - spreading activation in a semantic network

ANSWER: c

40. What types of memory stores are described in the Atkinson-Shiffrin memory model?
- sensory, short-term, and long-term stores
 - short-, medium-, and long-term stores
 - four different memory stores
 - sensory, short-term, medium-term, and long-term stores

ANSWER: a

41. Which type of memory is stored for the shortest period of time?
- working
 - sensory
 - short-term
 - long-term

ANSWER: b

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42. Cindy is watching her little sister as she skips rope. As long as the rope is turning, all Cindy can see is a blur of colour. She can make out only the shape of the skipping rope when her sister stops skipping. Which of the following accounts for the “blurred” image that Cindy sees while the rope is moving?
- function of sensory memory
 - rehearsal of short-term memory
 - formation of flashbulb memory
 - encoding of episodic memory

ANSWER: a

43. A 1-800 number for a product Ronald was interested in flashed on the television screen. Unfortunately, the number disappeared before Ronald was able to write down the last three digits. However, Ronald found he had a momentary mental image of the phone number, and he was able to complete it, even though the number had disappeared. Which of the following is illustrated by Ronald’s experience?
- procedural memory
 - flashbulb memory
 - cued recall
 - sensory memory

ANSWER: d

44. Which of the following is a characteristic of a sensory memory?
- It usually lasts for about 30 seconds.
 - It can be maintained indefinitely by rehearsal.
 - It gives you more time to recognize a stimulus.
 - It is usually stored acoustically.

ANSWER: c

45. Which type of memory would you have to rely on if you try to recall the exact sound that you heard about 15 seconds ago?
- long-term
 - short-term
 - sensory
 - prospective

ANSWER: b

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46. Alice was listening to the radio as she was driving, and she heard an announcement that her favourite band was coming to town next month. When she pulled into her driveway, she grabbed her notebook and wrote down the date of the concert. Where was the information stored until Alice wrote it down?
- sensory memory
 - short-term memory
 - long-term memory
 - trace memory

ANSWER: b

47. As Kayla was introduced to the seven members of the committee who would be interviewing her for a scholarship, she silently repeated all the names to herself, in order. Which of the following was Kayla using, and why?
- chunking to increase the capacity of her short-term memory
 - filtering to temporarily block other information out of short-term memory
 - acoustic encoding to process the names semantically
 - rehearsal to temporarily store the names in short-term memory

ANSWER: d

48. Without rehearsal, what is the duration of short-term memory?
- no longer than 1 second
 - about 20 seconds
 - 5 to 10 minutes
 - no more than 3 hours

ANSWER: b

49. You are absorbed in reading your psychology text when the phone rings. After talking on the phone, you can't remember the last thing you read. What happened?
- The information was lost from short-term memory because the phone distracted you from rehearsing the information.
 - The information was lost from long-term memory because the phone distracted you from retrieving the information.
 - The information was lost from sensory memory because the phone distracted you from perceiving the information.
 - The information was lost from long-term memory because the phone distracted you from rehearsing the information.

ANSWER: a

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50. Which of the following researchers is known for identifying the “magical number” for the capacity of short-term memory?
- a. George Sperling
 - b. Hermann Ebbinghaus
 - c. Richard Atkinson
 - d. George Miller

ANSWER: d

51. Mark is listening as his roommate lists 14 things that they need to buy for their apartment before the end of the week. Based on George Miller’s research into short-term memory capacity, how many items is Mark likely to remember if he doesn’t write the items down as he hears them?
- a. fewer than 5 items
 - b. between 5 and 9 items
 - c. approximately 10 to 12 items
 - d. all 14 items

ANSWER: b

52. According to Cowan, the capacity of short-term memory has been overestimated in previous research. What is the capacity suggested by Cowan?
- a. 4 items, plus or minus 1
 - b. 5 items, plus or minus 2
 - c. 7 items, plus or minus 2
 - d. 8 items, plus or minus 1

ANSWER: a

53. Why have earlier studies of short-term memory capacity overestimated its capacity, according to Cowan?
- a. The studies failed to control for prior exposure to familiar test items.
 - b. Researchers used university students with above-average memory abilities.
 - c. Researchers used nonsense syllables, which are unnatural stimuli.
 - d. The studies failed to control for participants’ tendency to chunk information.

ANSWER: d

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54. Jade rearranges the letters HI TRE DBA T into “hit red bat” in order to remember them more easily. Which technique is this an example of?
- a. rehearsal
 - b. elaboration
 - c. clustering
 - d. chunking

ANSWER: d

55. Which memory system is referred to in your text as “working memory”?
- a. sensory memory
 - b. prospective memory
 - c. short-term memory
 - d. long-term memory

ANSWER: c

56. As Art was walking out the door of his apartment, he was quickly running through a mental list of all the things he was supposed to take with him. He went through the complete list of items four or five times, just to make sure he hadn't forgotten anything. Which memory component was Art using, based on Baddeley's model of working memory?
- a. visuospatial sketchpad
 - b. prospective memory
 - c. executive control system
 - d. phonological loop

ANSWER: d

57. Which of the following components is NOT included in Baddeley's model of short-term or working memory?
- a. executive control system
 - b. rehearsal loop
 - c. visuospatial sketchpad
 - d. sensory memory

ANSWER: d

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58. Which component of working memory are you relying on when you mentally picture the road between your house and school?
- visuospatial sketchpad
 - rehearsal loop
 - conceptual hierarchy
 - executive control system

ANSWER: a

59. Mia was trying to figure out how to fit the box that contained her new computer into the trunk of her car. She mentally manipulated the position of the box, trying to figure out a way to make it fit. Which component of memory was Mia utilizing, based on Baddeley's model of working memory?
- executive control system
 - visuospatial sketchpad
 - prospective memory
 - phonological loop

ANSWER: b

60. Which component of working memory handles the ability of people to "juggle" information in working memory in order to reason and make decisions?
- executive control
 - phonological loop
 - visual imagery
 - schematic

ANSWER: a

61. Graham has selected four different universities that he might like to attend, and now he is trying to decide which of the four he should apply to. He has all the material spread out in front of him, and he is carefully considering all the advantages and disadvantages associated with each campus. Which component of memory is Graham utilizing, based on Baddeley's model of working memory?
- visuospatial sketchpad
 - rehearsal loop
 - executive control system
 - prospective memory

ANSWER: c

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62. Which of the following was achieved by Baddeley's concept of working memory?
- It recognizes the complexity of short-term memory.
 - It expands the functions and processes of long-term memory.
 - It integrates sensory memory, short-term memory, and long-term memory into a single, complex system.
 - It takes the place of the old concept of sensory memory.

ANSWER: a

63. Which of the following is associated with cognitive abilities like reading comprehension or complex reasoning?
- sensory memory capacity
 - working memory capacity
 - trace memory capacity
 - long-term memory capacity

ANSWER: b

64. If you needed to hire someone with really strong complex reasoning skills, which of the following should that person have?
- durable sensory memory
 - large working memory capacity
 - rigid executive control system
 - reliable phonological rehearsal loop

ANSWER: b

65. Which memory system has an almost unlimited storage capacity?
- sensory
 - long-term
 - working
 - phonological

ANSWER: b

66. What type of memories are unusually vivid and detailed recollections of momentous events?
- flashbulb memories
 - nondeclarative memories
 - episodic memories
 - sensory memories

ANSWER: a

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67. Miles has very vivid memories of a car accident he witnessed five years ago. When he closes his eyes and thinks about the accident, he feels as if he can recall every detail of it, right down to the brand name printed on the tires of one of the cars. What is this type of memory called?
- procedural memory
 - sensory memory
 - implicit memory
 - flashbulb memory

ANSWER: d

68. In Serena's philosophy class, they are discussing cases of terrorism, and when they get to the attacks on the World Trade Center in New York City, Serena suddenly has a vivid memory of watching the footage of the plane crash. She feels like she can recall every detail of that morning, right down to the breakfast that she and her family were eating. What type of memory is illustrated in this example?
- flashbulb memory
 - implicit memory
 - sensory memory
 - procedural memory

ANSWER: a

69. Which of the following has been demonstrated by researchers who investigated the accuracy of flashbulb memories following the terrorist attacks of September 11, 2001?
- Flashbulb memories are more vivid because they contain hallucinatory (and therefore inaccurate) details.
 - Flashbulb memories are more vivid and more accurate than typical memories.
 - Flashbulb memories contain more visual information than typical memories, which makes them less accurate for semantic encoding.
 - Flashbulb memories may be more vivid and detailed, but they are otherwise similar to other types of long-term memory.

ANSWER: d

70. Which of the following is suggested by results from the research study that investigated the accuracy of flashbulb memories following the terrorist attacks of September 11, 2001?
- Flashbulb memories fade gradually over time, just like other memories.
 - Flashbulb memories have special characteristics that make them less vulnerable to forgetting.
 - Flashbulb memories are created only when the triggering events elicit strong emotions.
 - Flashbulb memories remain extremely accurate, even years after the initial event.

ANSWER: a

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71. What is the memory process known as clustering?
- a. recall of information based on the use of related schemata or scripts
 - b. recall of similar or related items in groups
 - c. use of a semantic network to encode new information
 - d. association of any stimuli in order to maintain a greater quantity of information in short-term memory

ANSWER: b

72. Maria is trying to recall the names of all of the provinces and territories. She begins by naming the Maritime provinces, followed by the Central provinces, the Western provinces, and finally the territories. Which concept does Maria's pattern of recall illustrate?
- a. clustering
 - b. serial-position effect
 - c. primacy effect
 - d. levels-of-processing

ANSWER: a

73. What does it mean when information in long-term memory (LTM) is organized according to a clustering principle?
- a. Words that look alike are grouped together in LTM.
 - b. Items that occurred close together in time are grouped together in LTM.
 - c. People create a network of nodes in LTM, with links to related concepts.
 - d. Related items tend to be remembered in groups or categories.

ANSWER: d

74. What is the term for a multilevel classification system based on common properties among items?
- a. script
 - b. schema
 - c. mnemonic device
 - d. conceptual hierarchy

ANSWER: d

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75. Meredith is trying to learn the various species of canines. She begins by grouping them by wolves, dogs, and foxes, then memorizing the species within each group. Which concept does Meredith's method of organizing the material she is trying to remember illustrate?
- source monitoring
 - the serial-position effect
 - conceptual hierarchies
 - levels of processing

ANSWER: c

76. What is a schema?
- specific type of availability heuristic
 - peculiar form of amnesia
 - organized general knowledge structure
 - specific type of representative heuristic

ANSWER: c

77. What is the term that describes a student's organized set of expectations about how a professor is supposed to act?
- script
 - semantic network
 - schema
 - chunk

ANSWER: c

78. Brock was describing the inside of his doctor's office to one of his friends. In his description, he mentions that there were two diplomas on the wall, even though this doctor does not have any diplomas displayed on the wall. What is illustrated by Brock's error?
- the role of semantic networks in long-term memory
 - the need for a good executive control system in short-term memory
 - the need for conceptual hierarchies in long-term memory
 - the role of schemas in long-term memory

ANSWER: d

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79. What is the term for a system where nodes representing concepts are joined together by pathways that link related concepts?
- organizational schema
 - semantic network
 - lexical ordering
 - clustering hierarchy

ANSWER: b

80. Which pair of words should be linked most closely, according to the notion of semantic networks?
- feel–feed
 - tree–bird
 - car–elbow
 - boat–goat

ANSWER: b

81. Sometimes when you think about a word, it triggers your recall of related words. What is this tendency called?
- conceptual hierarchy response
 - elaborative rehearsal
 - spreading activation in a semantic network
 - clustering

ANSWER: c

82. Three friends are having a discussion about taxes, but the conversation is soon sidetracked as different statements bring up related ideas. The conversation drifts from taxes, to politicians, to the election, to fund-raising. Which Collins and Loftus theory is illustrated by this example?
- mood-congruent memory
 - prospective memory processes
 - spreading activation within a semantic network
 - schema-based recall of information

ANSWER: c

83. What do connectionist models of memory tend to be based on?
- the principles of operant conditioning
 - how neural networks handle information
 - how computers process information
 - the principles of Gestalt psychology

ANSWER: b

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84. Which of the following operates in the same way as the nodes in a parallel distributed processing system?
- a. neurons
 - b. computer chips
 - c. wheels on a car
 - d. chromosomes

ANSWER: a

85. How is a piece of knowledge represented within a connectionist model like parallel distributed processing?
- a. by the phonological rehearsal loop
 - b. by the firing of a particular neuron
 - c. by a pattern of activation across an entire network
 - d. by a flashbulb memory

ANSWER: c

86. Mike has just remembered where he left his keys. What pattern of neural activation should Mike be experiencing according to a parallel distributed processing model of memory?
- a. a pattern consistent with the pattern he experienced when he last saw his keys
 - b. a pattern associated with both vision and motor control of the hand
 - c. a pattern associated with retrieval
 - d. a pattern consistent with the concepts of “key” and all immediately related concepts

ANSWER: a

87. What is the tip-of-the-tongue phenomenon?
- a. saying something before you’ve had a chance to think about it
 - b. a mnemonic device to help you store information in long-term memory
 - c. a failure of networks in Wernicke’s area of the brain
 - d. feeling like you know something but are unable to recall it

ANSWER: d

88. What are you experiencing if you try to remember something, but cannot, when you know the information is in memory?
- a. the cocktail party effect
 - b. pseudoamnesia phenomenon
 - c. tip-of-the-tongue phenomenon
 - d. retrieval-delay syndrome

ANSWER: c

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89. Adnan has been trying to recall the name of the band who wrote his favourite song when he was 14. Adnan feels somewhat frustrated because he is certain he knows the band's name, but he just can't seem to recall it at this moment. What is Adnan experiencing?
- a. retrograde amnesia
 - b. tip-of-the-tongue phenomenon
 - c. proactive interference
 - d. source-monitoring error

ANSWER: b

90. What is a retrieval cue?
- a. a brain structure stimulus used to locate a particular memory
 - b. the same thing as an elaboration encoding variable
 - c. the pattern of neural activation when a memory was first encoded
 - d. a stimulus associated with a memory that is used to locate that memory

ANSWER: d

91. Ten-year-old Kylee is trying to remember the capital of Alberta. Her dad tells her to think of the letter "E," and she quickly comes up with Edmonton. In this case, what did Kylee's dad use to help her?
- a. transfer-appropriate processing
 - b. a method of loci
 - c. semantic network activation
 - d. an effective retrieval cue

ANSWER: d

92. Investigators were asking employees at a construction site what they were doing last Tuesday at 10:00 a.m. Some of the workers were having a difficult time remembering details until the foreman reminded them that the foundations for the building were poured that morning. If the workers are now able to recall details of their actions, what has the foreman done?
- a. He activated transfer-appropriate processing.
 - b. He successfully reinstated the context.
 - c. He primed the workers' conceptual hierarchies.
 - d. He effectively overcame proactive interference.

ANSWER: b

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93. Archie attended his high school graduation over 20 years ago. He is now trying to recall as much as possible about the graduation ceremonies. Which of the following would be the best retrieval cue?
- a. the year the ceremony took place
 - b. the number of students who graduated
 - c. the featured speaker at the ceremony
 - d. the time of day the ceremony took place

ANSWER: c

94. Mrs. Wilkie is 82 years old. She recently moved into a nursing home after living in the same house for over 40 years. She started having trouble with her episodic memory not long after she moved. What is the most likely explanation for her recent memory problems?
- a. loss of retrieval cues
 - b. age-related decay in brain areas associated with memory
 - c. lack of elaboration
 - d. protein deficiency

ANSWER: a

95. In which type of memory test are you most likely to see state-dependent memory effects?
- a. cued-recall
 - b. semantic
 - c. declarative
 - d. free-recall

ANSWER: d

96. Researchers like Bartlett and Loftus have investigated errors in memory in order to understand how memory works. How would they describe memory?
- a. like files on a computer disc
 - b. as a reconstruction of events or materials
 - c. like a tape recording
 - d. as a literal record of events with gaps

ANSWER: b

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97. What has been demonstrated by Elizabeth Loftus's work on eyewitness testimony?
- Memory for crime-related events is very detailed.
 - Witness memory errors are typically omissions of details of the event.
 - Information given after an event can alter a person's memory of the event.
 - Memory errors come mostly from erroneous original encoding.

ANSWER: c

98. Tyler witnessed an automobile accident and heard one of the bystanders casually mention that the driver was probably intoxicated. Even though the driver had not been drinking, and had never crossed the centre line, Tyler tells the police officer who is investigating the accident that the car had been "weaving all over the road." What is illustrated by Tyler's faulty recall?
- misinformation effect
 - proactive interference
 - implicit memory
 - state-dependent memory

ANSWER: a

99. Cheryl's purse was snatched quickly by a well-dressed man in a crowd. Immediately after the mugging, Cheryl's mother said that the thief was probably a desperate drug addict. When Cheryl provided a statement to police, she described the man as wearing shabby clothes and twitching a lot. Which of the following likely influenced Cheryl's recall of the thief?
- misinformation effect
 - state-dependent memory
 - retroactive interference
 - implicit memory readjustment

ANSWER: a

100. If you're trying to decide whether you actually bought milk, or whether you just planned to buy milk, which process are you using?
- reality monitoring
 - locus of causality
 - source monitoring
 - internal or external attribution

ANSWER: a

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101. Leah is surprised to receive a second notice regarding her electric bill. She is sure that she paid it. As a matter of fact, she can picture herself paying the bill through online banking. However, when she goes through her banking records, she cannot find evidence that she paid her electric bill. What likely happened to Leah in this example?
- She experienced proactive interference.
 - She made a source-monitoring error.
 - She made a misinformation error.
 - She made a reality-monitoring error.

ANSWER: d

102. What is the term for the process of making attributions about the origins of memories?
- reality monitoring
 - source monitoring
 - buffering
 - contraindication

ANSWER: b

103. During a party, Michael was talking to a friend about the symbolism involved in a recent movie. Michael attributed the explanation of the symbolism to a prominent movie critic, when actually he heard it from his roommate. Which of the following phenomena does this example illustrate?
- cryptomnesia
 - source-monitoring error
 - amnesia
 - serial-position effect

ANSWER: b

104. Jack and Sophia are having a debate over a recent news story. Sophia finally brings in the latest issue of the *Weekly Bulletin* to show Jack that she is correct. However, Sophia can't find the information in the *Weekly Bulletin*, and now she is wondering where she read the news story. What has Sophia done in this example?
- She experienced proactive interference.
 - She appears to have made a source-monitoring error.
 - She experienced misinformation error.
 - She appears to have made a reality-monitoring error.

ANSWER: b

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105. Rachel asks Chandler to proofread her history essay. He goes through it fairly carefully and finds a number of spelling and grammar errors, but tells Rachel that her ideas are great. The next semester Chandler takes the same course, and he is surprised when the professor suggests that his essay is “not original work.” When Chandler reads Rachel’s essay again, he sees that he has included a number of her ideas in his paper. What has Chandler likely experienced in this example?
- anterograde interference
 - a source-monitoring error
 - reality-monitoring error
 - proactive interference

ANSWER: b

106. Gregory is telling Molly a joke when she suddenly stops him and tells him that she told him that same joke last week. What has Gregory done in this example?
- He is experiencing retroactive interference.
 - He made a reality-monitoring error.
 - He is experiencing proactive interference.
 - He made a destination memory error.

ANSWER: d

107. Jack and Helen have been married for nearly 50 years. Helen’s biggest complaint is that Jack has been telling her the same stories for nearly that long, without realizing that she’s heard them before. Which of the following memory errors does Jack make in this example?
- proactive interference
 - retroactive interference
 - failure of destination memory
 - misinformation effect

ANSWER: c

108. Paul tells Lynne the same story that she’s heard him tell several times. Which of the following explains why Paul doesn’t realize he’s repeating himself?
- Paul likely has early-onset retrograde amnesia.
 - Reality monitoring can occur only when messages are received, not when messages are transmitted to others.
 - Paul likely has experienced proactive interference.
 - When speaking, people focus on the message and fail to encode the identity of the receiver.

ANSWER: d

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109. Who was the first person to conduct scientific studies of forgetting?

- a. George Miller
- b. Hermann Ebbinghaus
- c. Elizabeth Loftus
- d. John Watson

ANSWER: b

110. Which of the following did Ebbinghaus use as stimuli in his classic studies of forgetting?

- a. geometric shapes
- b. uncommon English words
- c. common English words
- d. nonsense syllables

ANSWER: d

111. Ebbinghaus's original forgetting curves graphed his retention over time. When did most forgetting occur?

- a. only after several days have passed
- b. immediately after experiencing proactive interference
- c. very gradually over long periods of time
- d. very rapidly after learning something

ANSWER: d

112. Imagine you complete a computer-programming course but never have a chance to use the programming language once the course is over. What pattern of forgetting should you expect, based on the research results reported by Ebbinghaus?

- a. Most of what you learned will be forgotten early, but later there will be a slow, steady increase in what you are able to recall.
- b. Initially you will retain nearly all of the information, but much later there will be a rapid decline in what you are able to recall.
- c. Most of what you learned will be forgotten early, and there will continue to be a slow decline in what you are able to recall.
- d. There will be a constant, steady decline in what you are able to recall.

ANSWER: c

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113. What is the probable reason that Ebbinghaus's forgetting curves were so steep?

- a. He learned too many lists.
- b. He used autobiographical materials.
- c. He had a poor memory.
- d. He used meaningless materials.

ANSWER: d

114. What is the retention interval in studies of forgetting?

- a. length of time when the stimulus material is available to be studied by the subjects
- b. length of time in which the subject has 100 percent recall of the material
- c. length of time between the presentation of stimuli and the complete forgetting of the information
- d. length of time between the presentation of stimuli and the measurement of forgetting

ANSWER: d

115. Roberto was attacked while he was walking in the park. The police who are investigating the crime ask Roberto to describe his attacker in as much detail as possible. Which type of task are the police using?

- a. encoding
- b. misinformation
- c. recognition
- d. recall

ANSWER: d

116. LeAnn had her purse snatched as she walked out to her car. The police who are investigating the crime ask LeAnn to try to pick the purse-snatcher out of a lineup of eight suspects. What type of task are the police using?

- a. recognition
- b. misinformation
- c. encoding
- d. recall

ANSWER: a

117. You have a midterm next week, and your instructor says that the exam will be composed of short-answer and essay questions. Which method of measuring retention is being used?

- a. recognition
- b. rendition
- c. recall
- d. relearning

ANSWER: c

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118. What do subjects do in a relearning task?
- memorize information a second time
 - reproduce information on their own without any cues
 - select previously learned information from an array of options
 - learn new information that interferes with old information

ANSWER: a

119. Noah learned to play Mozart's *Concerto Number 21* when he was 8 years old. He is now 30 years old and hasn't played the piano for years, but his sister has asked him to play the concerto at her wedding. When Noah sits down to practise, he finds that he has the piece mastered in just a few hours, even though it took him weeks to learn the first time. What does this example illustrate?
- cancellation of retroactive interference
 - relearning as a measure of memory retention
 - impact of pseudoforgetting
 - ease of recall for auditory stimuli

ANSWER: b

120. What causes pseudoforgetting?
- ineffective encoding
 - interference by imagination
 - failure of retrieval
 - decay of storage

ANSWER: a

121. Which of the following leads to pseudoforgetting?
- insufficient retrieval cues
 - interference effects
 - lack of attention
 - hippocampal damage

ANSWER: c

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122. Joel is asked to provide a description of his neighbour's car, after the car and the neighbour both disappear. He is surprised to find that he really can't accurately recall the make and model of the car, or any special details that might help in identifying the vehicle. Which of the following is Joel most likely experiencing in this case?
- a. retrograde amnesia
 - b. proactive interference
 - c. source-monitoring error
 - d. pseudoforgetting

ANSWER: d

123. What causes forgetting, according to decay theory?
- a. interference effects
 - b. retrieval failure
 - c. ineffective encoding
 - d. impermanent storage

ANSWER: d

124. Imagine that researchers find some memories are lost very quickly from memory, while other memories last much longer. Which theory would be most damaged by such evidence?
- a. decay theory of forgetting
 - b. repression theory of forgetting
 - c. interference theory of forgetting
 - d. neurochemical theory of forgetting

ANSWER: a

125. What have researchers found regarding failure of long-term memory?
- a. The mere passage of time is the sole cause of forgetting.
 - b. The passage of time is not as influential for forgetting as what happens during the retention interval.
 - c. Subjects who sleep during the retention interval forget more than those who remain awake.
 - d. The passage of time is critical for forgetting semantic information, but not for episodic information.

ANSWER: b

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126. Martin can't remember who invented flush toilets because he was flirting with a classmate when his history professor described this momentous event. What likely caused his memory failure?
- a. proactive interference
 - b. motivated forgetting
 - c. time decay
 - d. ineffective encoding

ANSWER: d

127. What type of material is most likely to cause interference effects on retention?
- a. material that is similar to the original material
 - b. material that is very different from the original material
 - c. material that is presented at a similar frequency to the original material
 - d. material that is presented in a different sensory modality from the original material

ANSWER: a

128. Isabella spent one hour studying Canadian history prior to 1800, and then spent one hour studying European history prior to 1800. Victor spent one hour studying Canadian history prior to 1800, and then spent one hour studying calculus. Which of the following is likely to occur?
- a. Both students will have equivalent recall of events in early Canadian history.
 - b. Isabella will have better recall of events in early Canadian history.
 - c. Both students will have almost no recall of the material studied during the second hour.
 - d. Victor will have better recall of events in early Canadian history.

ANSWER: d

129. Which of the following occurs when new information impairs the retention of previously learned information?
- a. retroactive interference
 - b. proactive interference
 - c. retrograde amnesia
 - d. anterograde amnesia

ANSWER: a

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130. You move to a new house and memorize your new phone number. Now you can't remember your old phone number. What does this example illustrate?
- a. retroactive interference
 - b. proactive interference
 - c. retrograde amnesia
 - d. motivated forgetting

ANSWER: a

131. Tara's bank assigned her a personal identification number (PIN) of 7321 when she was first issued her credit card. Recently, Tara was issued a new PIN of 0645. If Tara experiences retroactive interference when she enters her PIN, what digits would you expect her to enter?
- a. 0321, using the last three digits of her old number in error
 - b. 0645, her new PIN
 - c. 7321, her old PIN
 - d. 7325, using the first three digits of her old number in error

ANSWER: b

132. Curtis has been testing a new software package for the past two months. He decides to go back to using his old software. He is now having some problems in recalling how to do certain tasks with the old software, and finds himself trying to do things the way he did with the new software he was testing. What is illustrated by this example?
- a. proactive interference
 - b. memory reconstruction
 - c. retroactive interference
 - d. state-dependent forgetting

ANSWER: c

133. What is proactive interference?
- a. when new information impairs the retention of previously learned information
 - b. memory loss for events that occur after a head injury
 - c. memory loss for events that occurred prior to a head injury
 - d. when previously learned information interferes with the retention of new information

ANSWER: d

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134. Your friend recently got married and changed her last name. Which of the following will make it difficult for you to remember her new last name?
- retroactive interference
 - source monitoring
 - reality monitoring
 - proactive interference

ANSWER: d

135. Allen was recently traded to a new team, and he is having a hard time remembering all the new plays because he keeps using the plays from his former team. What does this example illustrate?
- proactive interference
 - retroactive interference
 - state-dependent forgetting
 - memory reconstruction

ANSWER: a

136. Ivan's bank assigned him a personal identification number (PIN) of 8624 when he was first issued his credit card. Last week Ivan was issued a new PIN of 9317. If Ivan experiences proactive interference when he enters his PIN, what digits should you expect him to enter?
- 9317, his new PIN
 - 9324, using the last two digits of his old number in error
 - 8617, using the first two digits of his old number in error
 - 8624, his old PIN

ANSWER: d

137. What does the encoding specificity principle state?
- Forgetting is due only to the passage of time, and will happen to all types of memories.
 - Forgetting is often due to a mismatch between retrieval cues and the memory code.
 - Forgetting is usually due to interference from competing memories.
 - Forgetting often involves purposeful suppression of memories.

ANSWER: b

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138. When is a retrieval cue most effective, according to evidence from studies of transfer-appropriate processing?
- when it is similar in meaning to the material
 - when it is congruent with the original encoding of material
 - when it is similar in sensory appearance to the material
 - when it is very distinctive in character

ANSWER: b

139. You meet a man at a party and carefully store his name along with an image of his face. The next day, he calls you on the phone, but you can't remember his name. Why can't you remember his name, according to the encoding specificity principle?
- You never paid attention to his name in the first place.
 - The name is no longer in your long-term memory.
 - The sound of his voice is not the ideal retrieval cue.
 - The name is in your sensory store only.

ANSWER: c

140. What is said to have occurred when the initial processing of information is similar to the type of processing required for retention?
- episodic processing
 - phonemic processing
 - transfer-appropriate processing
 - parallel distributed processing

ANSWER: c

141. Beena knows that her professor plans to give essay exams throughout the semester, so she prepares for the exams by creating questions that ask about key concepts and then writing out answers to those questions. What is Beena doing to maximize her exam performance in this case?
- engaging state-dependent memory
 - using transfer-appropriate processing
 - eliminating proactive interference
 - reducing the misinformation effect

ANSWER: b

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142. Shane took part in a memory experiment. As he studied a list of words he was to remember, he formed a vivid image of each object on the list. He was confident he would do well on the memory test, but instead of asking for the actual words, the researchers asked Shane whether each word was printed in italics or bold-faced type. Why did Shane do so poorly on the memory test?
- He experienced repression.
 - He showed evidence of retroactive interference.
 - He experienced the misinformation effect.
 - He did not use transfer-appropriate processing.

ANSWER: d

143. Which early psychologist's work is the foundation for the concept of motivated forgetting?
- Sigmund Freud
 - John Watson
 - Hermann Ebbinghaus
 - Wilhelm Wundt

ANSWER: a

144. Which of the following terms is synonymous with "motivated forgetting"?
- regression
 - sublimation
 - rationalization
 - repression

ANSWER: d

145. Krista is 28 years old. She was burned quite badly in a kitchen accident when she was 7 years old. Today, even though her parents still sometimes mention the kitchen accident, Krista has no memory of ever being burned. What would Freud say about Krista's memory?
- She experienced the misinformation effect.
 - She shows signs of proactive interference.
 - She has repressed the memory of the fire.
 - She is experiencing retrograde amnesia.

ANSWER: c

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146. Mort hated his history professor last year and can never remember the professor's name. Which of the following likely caused this instance of forgetting?
- inadequate depth of processing
 - poor organization in Mort's semantic memory
 - ineffective encoding
 - motivated forgetting

ANSWER: d

147. As described in your text, McMillan and her colleagues asked a random sample of almost 10,000 adults whether they had experienced abuse during childhood. What did the researchers find regarding rates of abuse?
- Males were more likely to have experienced physical abuse, while females were more likely to have experienced sexual abuse.
 - Females were more likely to have experienced physical abuse, while males were more likely to have experienced sexual abuse.
 - Males and females experienced both physical and sexual abuse with equal frequency.
 - Females were more likely to have experienced both physical and sexual abuse.

ANSWER: a

148. In a study described in your text, Williams followed up on females who had been brought to a hospital emergency room for treatment of sexual abuse when they were children. What proportion of the sample did NOT report the original incident when these women were interviewed 17 years after their emergency room visit?
- almost all (95 percent)
 - approximately half (55 percent)
 - just over one-third (38 percent)
 - very few (9 percent)

ANSWER: c

149. Researchers who are skeptical of the phenomenon of repressed memories have suggested that the results of studies in which women fail to report sexual abuse that they have experienced may not reflect repression. What is the basis of their criticism of such studies?
- There is a difference between the type of abuse that is typically experienced and the type of abuse that interviewers ask about.
 - People may still remember the events, but not disclose them for personal reasons.
 - Interviewers are biased and may not record data correctly.
 - Information used to document the incidence of sexual assault is flawed and unreliable.

ANSWER: b

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150. Which of the following types of memory research provides evidence that questions the validity of “recovered” memories?
- retroactive interference
 - connectionist models of memory
 - flashbulb memories
 - misinformation effect

ANSWER: d

151. Which of the following becomes a risk if a therapist believes that virtually all psychological problems are attributable to childhood sexual abuse?
- They will inadvertently create memories of abuse in their clients through the use of suggestive techniques.
 - Symptoms of disorders that are caused by other factors will be ignored.
 - They will cause their clients great pain when they recover previously repressed memories of that abuse.
 - Those therapists will take on only clients who have confirmed evidence of abuse.

ANSWER: a

152. Researchers have attempted to create false memories for mundane items (like recalling a word that did not exist in a studied list) and highly salient events (like childhood hospitalizations) using techniques like imagery and elaboration. What have researchers determined based on these studies?
- False memories can be created in a small subset of the population (about 3 percent).
 - False memories can be created only in hypnotized individuals.
 - False memories of mundane events can be created, but false memories of highly salient events cannot.
 - False memories can be created for all sorts of events.

ANSWER: d

153. Why is the use of hypnosis to recover repressed memories considered to be a problem?
- Hypnosis tends to increase memory distortions so that the memories are inaccessible.
 - The memories are so vivid that vulnerable clients are highly distressed when they remember violent or disturbing incidents.
 - Hypnosis tends to make clients more confident about inaccurate memories.
 - Hypnosis may recover the target memory, but will lead to repression of other memories.

ANSWER: c

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154. Which of the following statements best reflects the current view of the repressed memories controversy?
- a. It seems likely that most cases of recovered memories are authentic, because we have neural evidence of repression.
 - b. It appears that therapists are deliberately creating false memories in their patients, using techniques consistent with laboratory studies.
 - c. We should be cautious about accepting recovered memories of abuse unless there is corroborating evidence.
 - d. Recovered memories of childhood abuse can be dismissed, because there is no evidence that memories can be repressed in the first place.

ANSWER: c

155. Which of the following would result from the sin of bias, according to Schacter's description of the seven sins of memory?
- a. difficulty with remembering names
 - b. claiming to have never loved a former spouse
 - c. losing personal items on a regular basis
 - d. repeated failure to pay bills on time

ANSWER: b

156. According to Schacter, what is the benefit of the memory sin he calls transience?
- a. having flexible memory systems for different types of information
 - b. having resistance to depression
 - c. being able to discard information that is no longer needed
 - d. being open to new ideas

ANSWER: c

157. Which of the seven sins of memory would be associated with post-traumatic stress disorder?
- a. transience
 - b. persistence
 - c. blocking
 - d. misattribution

ANSWER: b

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158. What makes the aplysia an excellent species for studying neural processes?

- a. It is genetically similar to humans and other primates.
- b. It has a large number of complex neurons.
- c. It is resistant to classical conditioning and sensitization.
- d. It has a small number of large neurons.

ANSWER: d

159. What is the term for the long-lasting increase in neural excitability at synapses of a specific neural pathway?

- a. spreading cortical activation
- b. proactive excitation
- c. transfer-appropriate excitation
- d. long-term potentiation

ANSWER: d

160. Evidence from which studies most clearly supports the idea that memory traces consist of specific neural circuits?

- a. the transfer of RNA from one animal to another
- b. long-term potentiation
- c. retrograde amnesia
- d. electrical stimulation of the brain

ANSWER: b

161. If you are taking a drug that prevents neurogenesis, which of the following memory outcomes is likely?

- a. proactive interference
- b. poor performance on some learning tasks
- c. retrograde amnesia
- d. long-term potentiation

ANSWER: b

162. Dave is thrown from his motorcycle and suffers a severe blow to the head, resulting in loss of memory for events that occurred before the accident. What is this loss called?

- a. retrograde amnesia
- b. anterograde amnesia
- c. proactive interference
- d. retroactive interference

ANSWER: a

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163. Trevor was in a car accident and hit his head on the dashboard. Later, when the police question him about the events just prior to the accident, he can't remember. Which of the following is consistent with Trevor's memory difficulties?
- a. retrograde amnesia
 - b. anterograde amnesia
 - c. proactive interference
 - d. pseudoforgetting

ANSWER: a

164. Adrianna was skiing when she fell and hit her head. When the ski patrol team asks her what she was doing just before she fell, she really can't remember. Which of the following is consistent with Adrianna's memory loss?
- a. pseudoforgetting
 - b. retrograde amnesia
 - c. retroactive interference
 - d. anterograde amnesia

ANSWER: b

165. What do you have if you suffer from an inability to recall old memories as a result of brain trauma?
- a. neurogenesis
 - b. retrograde amnesia
 - c. limbic system inversion
 - d. retroactive interference

ANSWER: b

166. Faith had brain surgery to remove a small tumour from her temporal lobe. While recovering from the surgery Faith appeared to be fine, and she was able to talk about events from both her childhood and just before the surgery. However, she has not learned anything that has happened since the surgery. Which of the following are Faith's memory difficulties consistent with?
- a. proactive interference
 - b. anterograde amnesia
 - c. retrograde amnesia
 - d. pseudoforgetting

ANSWER: b

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167. Damage to which brain area is most likely to cause deficits in long-term memory?

- a. hippocampal region
- b. Broca's area
- c. occipital lobe
- d. Wernicke's area

ANSWER: a

168. What did researchers learn from the profound amnesia that H.M. experienced after undergoing surgery to control his epilepsy?

- a. The hippocampal complex plays a key role in the consolidation of long-term memories.
- b. The prefrontal lobes are the storage area for most long-term episodic memories.
- c. Long-term memories are consolidated and stored in the cerebellum.
- d. The cortex houses detailed and persistent recordings of past experiences and events.

ANSWER: a

169. Which of the following areas of the brain is associated with the severe memory impairment that occurs in Alzheimer's disease?

- a. hippocampal region
- b. Broca's area
- c. hypothalamus
- d. Ebbinghaus's region

ANSWER: a

170. What is the term for the gradual conversion of information into durable long-term memory codes?

- a. postsynaptic conversion
- b. long-term potentiation
- c. consolidation
- d. elaboration

ANSWER: c

171. Which of the following brain areas contributes to memories for learned fears?

- a. limbic system
- b. hippocampus
- c. amygdala
- d. prefrontal cortex

ANSWER: c

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172. Which of the following brain areas contributes to memory for the central executive component of working memory?
- a. limbic system
 - b. hippocampus
 - c. amygdala
 - d. prefrontal cortex

ANSWER: d

173. In the Featured Study on long-term implicit memory, what type of memory task was used to evaluate the duration of implicit memory?
- a. free recall
 - b. cued recall
 - c. recognition
 - d. priming

ANSWER: d

174. Natasha asks Oscar for directions to his house. When he tells her to turn on 4th Street, she asks what colour the house is on the corner where she turns. Oscar is surprised that he actually knows the house is blue, since he never really thought about it. Which type of memory holds information about the house colour in this instance?
- a. explicit
 - b. implicit
 - c. procedural
 - d. prospective

ANSWER: b

175. In the Featured Study on the durability of implicit memory, what was the relationship between participants' explicit memory of the original task and their implicit memory of the task?
- a. Participants who didn't even remember taking part in the original experiment still showed evidence of a priming effect.
 - b. Performance on the original task and the new task was strongly correlated.
 - c. Participants who couldn't remember the original stimuli were unable to complete the new task.
 - d. Performance on the new task was negatively correlated with performance on the original task.

ANSWER: a

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176. Which type of memory is reasonably unaffected by amnesia?

- a. explicit
- b. implicit
- c. episodic
- d. generative

ANSWER: b

177. Which memory system contains words, definitions, events, and ideas?

- a. procedural
- b. executive
- c. declarative
- d. episodic

ANSWER: c

178. What is procedural memory?

- a. memory for factual information
- b. general knowledge that is not temporally dated
- c. chronological memory of personal experiences
- d. memory for actions, skills, and operations

ANSWER: d

179. Some theorists believe that an association exists between implicit memory and which other memory system?

- a. sensory
- b. procedural
- c. semantic
- d. episodic

ANSWER: b

180. Hayden is explaining the rules of his new computer game to Shane. From which memory system does Hayden retrieve information about the rules?

- a. procedural
- b. implicit
- c. prospective
- d. declarative

ANSWER: d

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181. Andre is demonstrating a new computer program to his roommate. Which memory system is Andre largely relying on as he shows his roommate how to open the application and create a file?

- a. episodic
- b. semantic
- c. procedural
- d. prospective

ANSWER: c

182. Which brain areas appear to handle declarative memory?

- a. cerebellum and the areas of the cortex with which it communicates
- b. hippocampal complex and the areas of the cortex with which it communicates
- c. medulla and the structures within the midbrain
- d. limbic system and the connections it makes with the prefrontal cortex

ANSWER: b

183. The declarative memory system is subdivided, and one subdivision is made up of chronological recollections of personal experiences. What is it called?

- a. network
- b. nodal
- c. event-evoked
- d. episodic

ANSWER: d

184. Which type of memory is made up of temporally dated recollections of personal experiences?

- a. declarative
- b. semantic
- c. explicit
- d. episodic

ANSWER: d

185. What do we call memory for personal events that are associated with particular times in our lives?

- a. episodic
- b. declarative
- c. semantic
- d. implicit

ANSWER: a

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186. Dave is reminiscing about the first car he owned in high school and how he felt the first time he drove it through town. What does this example illustrate?
- a. declarative memory
 - b. procedural memory
 - c. episodic memory
 - d. semantic memory

ANSWER: c

187. Ruben and Maya are describing their recent trip to Brazil. They describe all the interesting things they did while they were there, and all the interesting people they met. Which type of memory are Ruben and Maya largely relying on?
- a. episodic
 - b. prospective
 - c. semantic
 - d. procedural

ANSWER: a

188. Eight-year-old Dana is distressed when her Grade 3 teacher gives her class an assignment the very first day. They are all to write four paragraphs describing what they did over their summer vacations. Which type of memory must the students utilize to complete this assignment effectively?
- a. prospective
 - b. semantic
 - c. episodic
 - d. procedural

ANSWER: c

189. Which type of memory contains general knowledge that is NOT tied to the time when the information was learned?
- a. procedural
 - b. episodic
 - c. implicit
 - d. semantic

ANSWER: d

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190. Cierra is writing a test in geography, and she is trying to recall the capital of Turkmenistan. Which type of memory does Cierra need to access to answer this question?

- a. semantic
- b. episodic
- c. procedural
- d. prospective

ANSWER: a

191. Your psychology professor asks you for the name of the individual who started the behavioural approach to the study of psychology. Which type of memory must you access to answer this question correctly?

- a. prospective
- b. procedural
- c. episodic
- d. semantic

ANSWER: d

192. What type of memory is necessary to remember to perform actions in the future?

- a. proactive
- b. retrograde
- c. prospective
- d. retrospective

ANSWER: c

193. Which of the following types of memory are you using when you try to remember something your instructor said in class last week?

- a. proactive
- b. retrograde
- c. prospective
- d. retrospective

ANSWER: d

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194. Kelly is taking antibiotics for an ear infection, but she finds she often forgets to take the medication when she is supposed to. What does this example illustrate?
- a. anterograde amnesia
 - b. failure in prospective memory
 - c. proactive interference
 - d. pseudoforgetting

ANSWER: b

195. Timothy was planning to record the hockey game, but he forgot to turn the PVR on before he went to bed that night. What does this example illustrate?
- a. anterograde amnesia
 - b. pseudoforgetting
 - c. failure in prospective memory
 - d. proactive interference

ANSWER: c

196. Dennis is reminiscing about his childhood home. He can still remember the wide front porch with the porch swing and the big trees in the backyard. Which type of memory is Dennis relying on?
- a. procedural
 - b. prospective
 - c. retrospective
 - d. semantic

ANSWER: c

197. Which of the following is likely faulty in someone that we think is absent-minded and disorganized because he forgets appointments and other tasks regularly?
- a. limbic system
 - b. prospective memory
 - c. amygdala
 - d. retrospective memory

ANSWER: b

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198. Which of the following unifying themes of your text best illustrates the fact that what you see in the world around you depends on where you focus your attention?
- a. Psychology evolves in a sociocultural context.
 - b. Behaviour is determined by multiple causes.
 - c. Psychology is empirical.
 - d. People's experience of the world is highly subjective.

ANSWER: d

199. Which of the following unifying themes of your text best reflects the reconstructive nature of memory?
- a. Behaviour is determined by multiple causes.
 - b. Psychology evolves in a sociocultural context.
 - c. People's experience of the world is highly subjective.
 - d. Psychology is empirical.

ANSWER: c

200. Your memory for the material on this test may be influenced by the amount of attention you paid to it, the level at which you processed it, and how you organized it. Which of your text's unifying themes does this illustrate?
- a. Behaviour is determined by multiple causes.
 - b. People's experience of the world is highly subjective.
 - c. Psychology is empirical.
 - d. Behaviour is shaped by our cultural heritage.

ANSWER: a

201. Which of the following is true of mnemonic devices?
- a. They can be used only to remember concrete words.
 - b. They are the primary techniques for improving everyday memory.
 - c. They have existed since ancient times.
 - d. They are generally ineffective and are unnecessary in modern times.

ANSWER: c

202. Which items on a list are most likely to be recalled according to the serial-position effect?
- a. items at the beginning and end
 - b. items in the middle
 - c. items at the end
 - d. items at the middle and end

ANSWER: a

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203. Craig is being introduced to the members of the fraternity he has just joined. There are 15 members whom he has not met before, and once the introductions are over, he finds he can remember the names of only the first three people and the last two people he was introduced to. Which of the following is the memory difficulty that Craig is experiencing consistent with?
- late-selection filtering
 - retroactive interference
 - serial-position effect
 - nondistributed practice

ANSWER: c

204. Savanna is trying to remember the names of the prime ministers for her history exam. She has read through the names six times, and she is ready to test herself on how well she can recall them. Which names will be remembered best, based on the serial-position effect?
- names at the beginning of the list
 - names at the end of the list
 - names in the middle of the list
 - names at the beginning and the end of the list

ANSWER: d

205. How would you study if you were using distributed practice?
- from several different sources
 - through several different senses
 - over several sessions
 - with multiple examples

ANSWER: c

206. How would you study if you were using massed practice?
- across several large sessions
 - with a group of people
 - all at once
 - in a quiet place with no distractions

ANSWER: c

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207. Corbin studies for three hours straight on the night before the exam. What technique is Corbin using?
- a. distributed practice
 - b. massed practice
 - c. prospective memory
 - d. chunking

ANSWER: b

208. Which of the following is a good strategy for minimizing interference with retention of course material?
- a. engage in massed practice
 - b. spend less time on rote repetition of the material
 - c. conduct a final thorough review of material as close to exam time as possible
 - d. overlearn the material

ANSWER: c

209. Jaime spends two hours memorizing definitions and charts that summarize various theories for his psychology exam, using a reliable mnemonic technique. Yaniv spends two hours struggling to understand a handful of concepts and attempting to apply those concepts to his own life. Which of the two students will have better retention for the information that they have studied, according to research on levels of processing?
- a. Yaniv, because he processed the material at a deeper level
 - b. Yaniv, because mnemonic techniques are useless for studying psychology
 - c. Jaime, because he did not struggle with the material
 - d. Jaime, because the use of mnemonics results in long-lasting memories

ANSWER: a

210. What are you doing with information if you group it according to similarities as an aid for later remembering?
- a. processing
 - b. encoding
 - c. transferring
 - d. organizing

ANSWER: d

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211. Which memory-improving approach is most consistent with the empirical finding that outlining material from textbooks can enhance retention of the material?

- a. massed practice
- b. organization
- c. distributed practice
- d. deep processing

ANSWER: b

212. ROY G BIV is a fictitious name people use to help them remember the order of colours in the colour spectrum, from red to violet. Which of the following is ROY G BIV an example of?

- a. method of loci
- b. Aristotle's method of memory
- c. memoranda
- d. mnemonic

ANSWER: d

213. If you use the word CANOE to remember the Big Five personality traits of conscientiousness, agreeableness, neuroticism, openness, and extraversion, which method are you using?

- a. acronym
- b. narrative
- c. acrostic
- d. rhyme

ANSWER: a

214. Jack forms an image of his dog wearing a formal dress and foaming at the mouth. He is hoping that this interactive image will help him remember to pick up dog food, his dry cleaning, and shaving cream. Which of the following strategies is Jack using?

- a. structural encoding
- b. link method
- c. passive encoding
- d. method of loci

ANSWER: b

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215. Elliot is trying to memorize a speech for one of his classes. He stands in different locations in his apartment and reads each line of the speech out loud. Later, when he is in front of his classmates, he visualizes a walk through his apartment, and he is able to successfully recall the entire speech. Which of the following memory strategies did Elliot use?

- a. acrostics
- b. method of loci
- c. distributed practice
- d. link method

ANSWER: b

216. What technique are you using if you associate a concrete word with a to-be-remembered abstract word, and then generate an image to represent the concrete word?

- a. link method
- b. keyword method
- c. semantic network
- d. acrostic

ANSWER: b

217. Which of the following mnemonics would be the most useful for helping you remember the name of a person you just met at a party?

- a. link method
- b. acrostic
- c. rhyme
- d. keyword method

ANSWER: d

218. When her teacher writes the French word for rabbit on the board (lapin), Malia thinks of a soft bunny sitting “in a lap.” On the exam, when she sees the word “lapin,” Malia instantly recalls the visual image and recognizes that “lapin” is the French word for rabbit. What is this memory strategy called?

- a. method of loci
- b. overlearning
- c. keyword method
- d. acrostics

ANSWER: c

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219. Which of the following best explains the fact that the recall of eyewitnesses can be distorted by information introduced after the event by police officers and attorneys?
- serial-position effect
 - errors in source monitoring
 - misinformation effect
 - memory reconstruction

ANSWER: c

220. Knowing that a particular person has been arrested and accused of the crime in question can influence the recollections of eyewitnesses. Which of the following best explains this finding?
- hindsight bias
 - retroactive interference
 - serial-position effect
 - overconfidence influence

ANSWER: a

221. How do people typically feel about their accuracy when tested for their memory of general information?
- They overestimate their accuracy.
 - They underestimate their accuracy.
 - They are generally confident in their accuracy if the information is relevant.
 - They feel as if they are less accurate when the researcher doesn't provide feedback.

ANSWER: a

222. What is the general correlation between eyewitness confidence and eyewitness accuracy?
- strongly positive
 - strongly negative
 - modest
 - nonexistent

ANSWER: c

223. Which of the following errors in thinking fuels overconfidence in recalling information?
- reality-monitoring errors
 - source-monitoring errors
 - fundamental attribution error
 - failure to seek disconfirming evidence

ANSWER: d

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224. Which memory process is involved in the memory improvement strategies of elaboration, using visual imagery, and engaging in deeper processing?
- storage
 - retrieval
 - encoding
 - interference

ANSWER: c

225. Which type of memory includes all of the others?
- episodic memory
 - procedural memory
 - long-term memory
 - semantic memory

ANSWER: c

Dylan

Dylan is using his cellphone to text his friend some information about a party that they're supposed to go to that evening. The address is 1812 Lakeshore Drive. Dylan remembers this address easily because it reminds him of his favourite piece of classical music: Tchaikovsky's *1812 Overture*. In fact, he hums his favourite part of that piece as he's texting the address. Dylan is very engrossed in the task, and doesn't notice most of the noise around him in the coffee shop. He hears his name called, however, and looks up to see a girl he knows walking toward him. He can't remember her name, even though he knows he should know it. She asks him what he's got planned for the evening, and he tells her about the party. She cringes, and says that she had been invited to the party as well, but had totally forgotten about it. Just then, Dylan remembers that her name is Mitzy. He remembers because when he met her, he thought she was a little ditzy and thought it was funny that her name rhymed with her demeanour!

226. When Dylan hears his name but not other noises around him, what does this suggest about the role of attention in this particular situation?
- Because his task was relatively simple, he was able to continue monitoring his environment.
 - Although he was preoccupied with texting, early selection of relevant stimuli can still occur.
 - He didn't need to be paying attention in order for sensory memory to work.
 - If he had been attending to his surroundings, he would not have been able to ignore the other noises in the coffee shop.

ANSWER: a

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227. What has Dylan engaged in when he links the address to his favourite classical piece?

- a. the method of loci
- b. constructive memory
- c. shallow processing
- d. self-referent encoding

ANSWER: d

228. What is Dylan's experience called when he can't remember Mitzy's name?

- a. cryptomnesia
- b. retroactive interference
- c. pseudoforgetting
- d. tip-of-the-tongue phenomenon

ANSWER: d

229. Why is Dylan able to remember Mitzy's name after a while?

- a. Phonemic encoding is more durable than other forms of encoding.
- b. Her behaviour provided an appropriate retrieval cue.
- c. Pseudoforgetting is temporary.
- d. Retrieval becomes more likely with the passage of time.

ANSWER: b

230. What is the term for the type of memory that failed when Mitzy didn't remember that she was supposed to go to the party that night?

- a. declarative
- b. self-referent
- c. prospective
- d. proactive

ANSWER: c

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231. Using the Atkinson and Shiffrin model of memory, describe the capacity, durability, and typical form of information storage in each of the three human memory systems, and identify the processes that transfer information from one system to another.

ANSWER: Sensory memory preserves information in its original sensory form for a brief time, usually just a fraction of a second. It can hold about 25 stimuli at a time. If a stimulus is perceived, attended to, and processed by this system, it is transferred to short-term memory for further processing.

Short-term memory holds five to nine “chunks” of unrehearsed information for about 20 to 30 seconds. Since a stimulus is typically given a verbal label at the time it is perceived, information is often stored acoustically (or phonemically) in short-term memory. Information can be maintained indefinitely in short-term memory by rehearsal; rehearsal also increases the likelihood of the transfer of information to long-term memory.

Long-term memory has a virtually unlimited capacity to hold information over an indefinite period of time. To a large extent, the form of information storage depends on the type of processing done when the information is initially in short-term memory. Simple recitation or repetition of the information tends to promote acoustic storage in long-term memory; in contrast, elaboration tends to promote semantic storage.

232. Describe Baddeley’s model of short-term memory as working memory.

ANSWER: Baddeley characterizes short-term memory as working memory, consisting of four components: (1) the rehearsal loop, analogous to the whole of short-term memory in the Atkinson and Shiffrin model; (2) a visuospatial sketchpad that allows one to hold and manipulate visual images; (3) an executive control system, which holds the limited amount of information one can use in reasoning or decision making at any given time; and (4) an episodic buffer, which allows the various components of working memory to integrate information.

233. Compare and evaluate decay theory and interference theory as explanations of forgetting.

ANSWER: Decay theory maintains that memory traces gradually fade over time. If decay theory is correct, then the mere passage of time should be the principal cause of forgetting; furthermore, memories may be permanently lost from long-term memory.

Interference theory proposes that people forget due to competition from other information. If this is the case, then forgetting should depend on what happens during the retention interval rather than simply the length of the retention interval. Since interference is presumed to interrupt retrieval rather than storage, this view implies that information loss from long-term memory is only temporary.

Despite many attempts, researchers have not been able to demonstrate decay from long-term memory. On the other hand, many studies have shown that forgetting does depend on the amount, type, and complexity of material subjects are exposed to during the retention interval, consistent with interference theory.

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234. Distinguish between implicit and explicit memory, declarative and procedural memory, and semantic and episodic memory, and explain how these are interrelated.

ANSWER: Declarative and procedural memory are hypothesized divisions of long-term memory. Declarative memory contains factual information; procedural memory contains memory of actions, skills, and operations.

Semantic and episodic memory are hypothesized divisions of declarative memory. Semantic memory contains general facts that are not temporally tagged; episodic memory contains personal facts that are tagged with information about when these personal experiences occurred.

Implicit and explicit memory are not distinct memory systems, but rather behavioural phenomena. Implicit memory is unconscious, must be accessed indirectly, and can best be assessed with relearning measures of retention. Explicit memory is conscious, can be accessed directly, and can best be assessed with recall or recognition measures of retention. Some theorists believe that implicit memory is handled by the procedural memory system and that explicit memory is handled by the declarative memory system.

235. Outline some strategies that can be used to improve everyday memory.

ANSWER: Good answers to this question will cover a number of the strategies outlined in the Personal Application, including adequate rehearsal, distributed practice, deep processing of information, organization, and the use of verbal or visual mnemonics. Students who have a fuller grasp of the key concepts will be able to relate different mnemonics to the memories of specific types of information (such as method of loci and ordered lists).