

Memory

1. Katie was able to remember the number 111 by associating it with Admiral Nelson, who happened to have one eye, one arm, and one leg. This is an example of:
 - (A) Retrieving
 - (B) Storing
 - (C) Encoding
 - (D) Memory
 - (E) Imagery

2. Which of the following examples best illustrates episodic memory?
 - (A) Remembering that you got a bicycle for your 12th birthday
 - (B) Knowing that Christopher Columbus sailed in 1492
 - (C) Teaching someone how to play tennis
 - (D) Reciting the alphabet
 - (E) Understanding a conversation someone is having in a foreign language

3. When asked why she fears spiders, Sophia is unable to explain her fears, where they came from, or how she got them. This is an example of:
 - (A) Semantic memory, which helps us avoid painful memories
 - (B) Episodic memory, which has knowledge of specific personal memories
 - (C) Procedural memory, which holds memories that we are not aware of
 - (D) Echoic memory, which holds memories we cannot retrieve
 - (E) Iconic memory, which allows us to forget fear-inducing thoughts

- 4 Which of the following brain structures plays an important role in memory storage, from STM to LTM?
 - (A) Thalamus
 - (B) Hypothalamus
 - (C) Amygdala
 - (D) Hippocampus
 - (E) Cerebrum

- 5 Suppose you are absorbed in reading a novel and a friend asks you a question. You stop reading and ask, “What did you say?” As soon as the words leave your mouth, you realize you can recall your friend’s exact words. What is the reason for your ability to play back these words?
 - (A) Iconic memory
 - (B) Echoic memory
 - (C) Semantic memory
 - (D) Sensory memory
 - (E) Short-term memory

- 6 According to the information-processing model, which is the correct order of inputting information?
 - (A) Encode semantically, retrieve elaborately, store information
 - (B) Retrieve from long-term memory, encode in short-term memory, encode in sensory memory
 - (C) Encode in sensory memory, encode in short-term memory, encode in long-term memory
 - (D) Store information, retrieve upon demand, encode necessary information
 - (E) Encode with sensory receptors, store information, retrieve upon demand

- 7 Which of the following statements is *not* true?
 - (A) Deep processing involves elaborate rehearsal.
 - (B) Automatic processing is unconscious encoding of information.
 - (C) Interference results when new information enters short-term memory and pushes out old information.
 - (D) Levels of processing theory says that remembering depends on how information is encoded.
 - (E) Declarative memory involves memories for skills, habits, and things learned through classical conditioning.

- 8 While walking home from a party drunk, Jeff witnessed a crime. When questioned by the police the following day, he could not remember what he saw. After drinking some liquor, Jeff remembered the crime. This phenomenon best illustrates:
- (A) The framing effect
 - (B) Short-term memory loss
 - (C) Hypnotic amnesia
 - (D) State-dependent memory
 - (E) Anterograde amnesia
- 9 Which type of memory is also referred to as working memory?
- (A) Long-term memory
 - (B) Short-term memory
 - (C) Sensory memory
 - (D) Semantic memory
 - (E) Episodic memory
- 10 The ability to maintain exact detailed visual memories over a significant period of time is called:
- (A) Flashbulb memory
 - (B) Semantic memory
 - (C) Eidetic memory
 - (D) Echoic memory
 - (E) Iconic memory
11. The amygdala is responsible for which of the following types of memories?
- (A) Emotional
 - (B) Procedural
 - (C) Factual
 - (D) Iconic
 - (E) Visual

- 12 The primacy effect is best explained by which of the following statements?
- (A) Items on a list with unique meaning are more likely to be remembered.
 - (B) The first items on a list are likely to be more effectively rehearsed and therefore more likely to be remembered.
 - (C) Items on a list presented more recently are more likely to be remembered.
 - (D) Items on a list with simplistic meaning are more likely to be remembered.
 - (E) The last items on a list are more likely to be encoded first and therefore remembered.
- 13 During his English class, Ben is able to recall the author of *The Scarlet Letter*. This type of memory is called:
- (A) Procedural
 - (B) Episodic
 - (C) Long term
 - (D) Semantic
 - (E) Constructive
- 14 Which of the following statements best explains one major difference between short-term memory and long-term memory?
- (A) Long-term memory is unlimited in capacity while short-term memory is not.
 - (B) Long-term memory holds only episodic memories while short-term memory does not.
 - (C) Long-term memory varies a great deal from one person to another, while short-term memory does not.
 - (D) In terms of processing, long-term memory comes directly after sensory memory while short-term memory does not.
 - (E) Long-term memory depends on neural connections in the limbic system while short-term memory does not.
- 15 Maintenance rehearsal involves:
- (A) Recalling the words at the end of a list
 - (B) Intentionally repeating information
 - (C) Processing visual memories
 - (D) Systematically recalling information
 - (E) Processing iconic memories

- 16 Linda looks up a telephone number for take-out pizza. She repeats it over and over as she dials the number. However, after giving her order and hanging up, she has forgotten the number. This is an example of the use of what memory process?
- (A) Short-term memory
 - (B) Sensory memory
 - (C) Automatic processing
 - (D) Echoic memory
 - (E) Iconic memory
- 17 After forgetting the combination to several other locks, Nate was trying to find a way to remember the combination to the new lock he bought last week. The combination is 19, 20, 9. To remember the combination, he thinks of the year 1929. His method to remember this is an example of:
- (A) Elaborate rehearsal
 - (B) Maintenance rehearsal
 - (C) Short-term memory
 - (D) Chunking
 - (E) Decoding
- 18 The process of encoding information from short-term memory to long-term memory is most efficient when it:
- (A) Has a procedural manner
 - (B) Involves some kind of association
 - (C) Uses repetition
 - (D) Does not use repetition
 - (E) Uses semantic memory
- 19 Maintenance rehearsal is to elaborate rehearsal as:
- (A) Long-term memory is to short-term memory
 - (B) Sensory memory is to long-term memory
 - (C) Short-term memory is to long-term memory
 - (D) Sensory memory is to short-term memory
 - (E) Automatic memory is to long-term memory
- 20 Which of the following is *not* an example of effortful encoding?
- (A) Maintenance rehearsal
 - (B) Repetition
 - (C) Meaningful associations
 - (D) Chunking
 - (E) Transferring information from STM to LTM

This page intentionally left blank