

1. **Bonnie is trying to remember what grocery items she needs from the stores. She repeats the words, "Eggs, cookies, bread, tortillas, and pretzels" over and over again in her mind. Bonnie is utilizing which memory technique?**
 - a. elaborative rehearsal
 - b. transduction
 - c. maintenance rehearsal
 - d. chunking
 - e. retroactive interference

2. **An example of proactive interference is when you**
 - a. forget your birthday.
 - b. cannot find your car keys.
 - c. write the previous year on this year's checks.
 - d. are unable to recall the name of your first-grade teacher.
 - e. thank your mother for a gift that you received from your brother.

3. **The memory failure caused by transience is adaptive in that it**
 - a. removes unneeded information from LTM.
 - b. retains the most important information.
 - c. eliminates memories that conflict with our beliefs.
 - d. makes it difficult to encode sensory memories.
 - e. ensures memories are stored by both sight and sound.

4. **Your memory of how much fun you had last spring break is an example of**
 - a. semantic memory.
 - b. chunking.
 - c. procedural memory.
 - d. episodic memory.
 - e. sensory memory.

5. **Patient H.M. is unable to form _____ memories as a result of the removal of his _____.**
 - a. declarative; hippocampus and amygdala
 - b. semantic; medulla
 - c. procedural; thalamus
 - d. declarative; frontal cortex
 - e. implicit; cerebellum

6. **The best strategy by which to transfer information from working memory to long-term memory is to engage in**
 - a. eidetic imagery.
 - b. maintenance rehearsal.
 - c. long-term potentiation.
 - d. elaborative rehearsal.
 - e. repression.

7. **Our memory ability is WORST for**
 - a. information which we focused our attention on.
 - b. information in which we are interested.
 - c. emotionally arousing information.
 - d. information that we have practiced repeatedly.
 - e. information that doesn't fit with previous experiences.

8. **Suggestibility can cause us to**
 - a. lose old memories in our LTM.
 - b. distort memories and create false ones.
 - c. block painful or upsetting memories.
 - d. be unable to forget painful memories.
 - e. rehearse important material repeatedly.

9. **If knowing the names of your current teachers makes it difficult to remember the names of your teachers from last year, you are experiencing**
 - a. retroactive interference.
 - b. proactive interference.
 - c. misattribution.
 - d. suggestibility.
 - e. transience.

10. **When test subjects are asked to recall a list of letters they have just seen, the mistakes they make often involve letters that sound similar to the displayed letters. These mistakes are probably due to**
 - a. retrograde amnesia.
 - b. acoustic coding.
 - c. retroactive interference during transfer from echoic to iconic memory.
 - d. the serial position effect.
 - e. the tip-of-the tongue phenomenon.

11. _____ memory is the LTM subsystem that stores memory for how things are done.
 - a. Episodic
 - b. Semantic
 - c. Eventual
 - d. Procedural
 - e. Declarative

12. **Elizabeth Loftus is best known for her work on**
 - a. eyewitness accuracy.
 - b. blocking.
 - c. proactive interference.
 - d. the forgetting curve.
 - e. retrograde amnesia.

13. **The _____ theory claims that establishing more connections with long-term memories makes information more meaningful and memorable and thus easier to recall.**
- a. levels-of-processing
 - b. engram
 - c. spatial analyses
 - d. distributed learning
 - e. mood-congruent
14. **Typically, information is held in working memory for about**
- a. 5 to 10 seconds.
 - b. 20 seconds.
 - c. 2 to 3 minutes.
 - d. an hour or two.
 - e. about 1 day.
15. **During the memory process of _____, we select, identify, and label an experience.**
- a. retrieval
 - b. storage
 - c. access
 - d. processing
 - e. encoding
16. **Because ideas in LTM are stored in terms of meaning, a practical way to improve memory is to**
- a. cut down on alcohol intake on study days.
 - b. use only maintenance rehearsal when studying.
 - c. study in a noisy crowded environment.
 - d. wait until the last moment to learn new material.
 - e. make the material meaningful when it is in working memory.
17. **Ebbinghaus's studies of memory for relatively unimportant material demonstrate that**
- a. there is a slow initial loss of memory followed by a steady rate of loss.
 - b. memories fade rapidly and consistently.
 - c. memories fade slowly and consistently.
 - d. there is a slow initial loss of memory, followed by an increasing rate of loss.
 - e. there is a rapid initial loss of memory, followed by a decreasing rate of loss.

18. **The reason it may be difficult to remember how many rows of stars appear on the United States flag is most likely due to**
- the limits of our visual system.
 - sensory adaptation.
 - the fact that we pay little attention to such details.
 - habituation.
 - sensory interference.
19. **Absent-mindedness in a college student would typically involve**
- trying to study while watching television.
 - a failure to encode a stimulus event.
 - a failure to connect new input to previously stored information.
 - a failure of iconic memory.
 - an old memory making it difficult to recall a newer one.
20. **The forgetting curve noted by Ebbinghaus demonstrates the _____ of memory.**
- transience
 - encoding
 - interference
 - repression
 - durability
21. **New information is related to older memory information during the memory process of**
- retrieval.
 - encoding.
 - storage.
 - elaboration.
 - rehearsing.
22. **If you are trying to remember the names of all the U.S. presidents, the serial position effect would predict that you will have difficulty**
- remembering more than about seven (plus or minus two) of them.
 - recognizing the names of the presidents on a list.
 - recalling the earliest presidents.
 - recalling the most recent presidents.
 - recalling the presidents in the middle of the list.
23. _____ **refers to the term for any system that encodes, stores, and retrieves information.**
- Perception
 - Processing
 - Learning
 - Memory
 - Sensation

24. **We are always aware of _____ memory whereas _____ memory may be incidentally learned.**
- semantic; episodic
 - implicit; explicit
 - episodic; semantic
 - explicit; implicit
 - semantic; procedural
25. **Material that is _____ is more susceptible to interference in memory.**
- low in context
 - low in emotional content
 - high in context
 - low in meaningfulness
 - A and D are correct
26. **The stream of information from your foot is first passed through _____ memory.**
- working
 - declarative
 - procedural
 - sensory
 - photographic
27. **By looking over the chapter outline, the summary, the Key Questions, and Core Concepts, you form the impression of the overall meaning of the material. The details are later associated with this overall impression. This is known as**
- distributed learning.
 - the whole method.
 - the method of loci.
 - overlearning.
 - repression.
28. **The _____ method of retrieval is used when you are asked to answer an essay question.**
- implicit memory
 - recognition
 - recall
 - memory traces
 - procedural memory
29. **Which of the following is true of working memory?**
- It is the second stage of memory.
 - Working memory holds a limited amount of information for a few seconds.
 - Working memory is also known as STM.
 - We are aware of the content of working memory.
 - All of the above are correct.

30. **A sensory memory is an impression formed from**
- input from any of the senses.
 - thoughts and feelings of early childhood.
 - cognitions.
 - reinforcers.
 - chunking.
31. **Ted asks Krystal to say the words "hop," "pop," and "mop." Then, Ted asks Krystal, "What do you do at a green light?" Krystal quickly replies, "Stop," (instead of the right answer: "Go") because of**
- recognition.
 - encoding specificity.
 - TOT phenomenon.
 - priming.
 - misattribution.
32. **The method of loci is a**
- mnemonic technique.
 - a way to reduce memory bias.
 - retrieval strategy.
 - chunking strategy.
 - priming technique.
33. **Which of the following can result in a false memory?**
- Blocking
 - Suggestibility
 - Absent-mindedness
 - Misattribution
 - B and D are correct
34. **Which of the following statements regarding TOT experiences is FALSE?**
- They often involve the names of famous people or familiar objects.
 - They typically involve recognition tasks.
 - About half the time, the words do eventually pop into mind.
 - When words are finally remembered, it is usually within one minute.
 - Most people report that these experiences are uncomfortable.
35. **In proactive interference, old memories act to**
- cause us to forget other old memories.
 - distort our sensory memory.
 - add additional information to permanent external memory.
 - reverse the order of items in LTM.
 - block our ability to learn new information.

36. **The memory process of _____ involves the location and recovery of information from your memory.**
- retrieval
 - storage
 - access
 - processing
 - encoding
37. **An eidetic image will fade from memory if you**
- describe it.
 - think about it.
 - are aware of it.
 - view it for too long.
 - rehearse it.
38. **Two strategies that are useful in dealing with the limits of working memory are to**
- encode and process.
 - chunk and rehearse.
 - recall and recognize.
 - relearn and retrieve.
 - prime and repress.
39. **Another term for eidetic imagery is**
- photographic memory.
 - recognition.
 - episodic memory.
 - engram.
 - implicit memory.
40. **When memories for unpleasant events are intrusive, what has occurred?**
- suggestibility
 - persistence
 - mnemonics
 - bias
 - transience

Test Name: reviewchp4zim

1. c. maintenance rehearsal
2. c. write the previous year on this year's checks.
3. a. removes unneeded information from LTM.
4. d. episodic memory.
5. a. declarative; hippocampus and amygdala
6. d. elaborative rehearsal.
7. e. information that doesn't fit with previous experiences.
8. b. distort memories and create false ones.
9. a. retroactive interference.
10. b. acoustic coding.
11. d. Procedural
12. a. eyewitness accuracy.
13. a. levels-of-processing
14. b. 20 seconds.
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16. e. make the material meaningful when it is in working memory.
17. e. there is a rapid initial loss of memory, followed by a decreasing rate of loss.
18. c. the fact that we pay little attention to such details.
19. a. trying to study while watching television.
20. a. transience
21. d. elaboration.
22. e. recalling the presidents in the middle of the list.
23. d. Memory

24. d. explicit; implicit
25. d. low in meaningfulness
26. d. sensory
27. b. the whole method.
28. c. recall
29. e. All of the above are correct.
30. a. input from any of the senses.
31. d. priming.
32. a. mnemonic technique.
33. e. B and D are correct
34. b. They typically involve recognition tasks.
35. e. block our ability to learn new information.
36. a. retrieval
37. a. describe it.
38. b. chunk and rehearse.
39. a. photographic memory.
40. b. persistence