

AP Psychology 12
UNIT 7A- Cognition & Memory Practice Questions
40 MC Questions

1. *Memory* is best defined as
 - A) the conscious encoding of information.
 - B) stored knowledge that has been semantically encoded.
 - C) the persistence of learning through the storage and retrieval of information.
 - D) the retrieval of stored information in precisely the same form in which it was encoded.
 - E) recalling and retrieving information stored in the cerebral cortex.

2. The process of encoding refers to
 - A) the persistence of learning over time.
 - B) the recall of information previously learned.
 - C) getting information into memory.
 - D) the motivated forgetting of painful memories.
 - E) a clear memory of an emotionally significant event.

3. The process of retrieval refers to
 - A) the persistence of learning over time.
 - B) the organization of information into manageable units.
 - C) getting information out of memory storage.
 - D) conscious repetition of information to be remembered.
 - E) the identification of information previously learned.

4. Some information in our fleeting _____ is encoded into short-term memory.
 - A) repressed memory
 - B) sensory memory
 - C) flashbulb memory
 - D) long-term memory
 - E) semantic memory

5. As his AP psychology teacher was lecturing, Tanner was thinking about competing in a swim meet later that afternoon. Where are Tanner's current thoughts being processed?
 - A) sensory memory
 - B) the cerebellum
 - C) working memory
 - D) echoic memory
 - E) long-term memory

6. Which term best describes parallel processing?
- A) voluntary
 - B) conscious
 - C) serial
 - D) automatic
 - E) sequential
7. Automatic processing occurs without
- A) iconic memory.
 - B) semantic encoding.
 - C) conscious awareness.
 - D) long-term potentiation.
 - E) sensory memory.
8. Effortful processing can occur only with
- A) implicit memory.
 - B) conscious attention.
 - C) visual imagery.
 - D) chunking.
 - E) sensory memory.
9. Hermann Ebbinghaus' use of nonsense syllables to study memory led to the discovery that
- A) the amount remembered depends on the time spent learning.
 - B) what is learned in one mood is most easily retrieved in that same mood.
 - C) information that is automatically processed is rarely forgotten.
 - D) our sensory memory capacity is essentially unlimited.
 - E) hypnosis can increase recall of meaningless information.
10. Students often remember more information from a course that spans an entire semester than from a course that is completed in an intensive three-week learning period. This best illustrates the importance of
- A) long-term potentiation.
 - B) the serial position effect.
 - C) automatic processing.
 - D) implicit memory.
 - E) the spacing effect.

11. The tendency to immediately recall the first and last items in a list better than the middle items is known as the _____ effect.
- A) serial position
 - B) misinformation
 - C) mnemonic
 - D) priming
 - E) spacing
12. Semantic encoding refers to the processing of
- A) sounds.
 - B) meanings.
 - C) visual images.
 - D) unfamiliar units.
 - E) touch sensations.
13. Your ability to immediately recognize the voice over the phone as your mother's illustrates the value of
- A) the spacing effect.
 - B) implicit memory.
 - C) acoustic encoding.
 - D) chunking.
 - E) state-dependent memory.
14. A mnemonic device is a
- A) sensory memory.
 - B) test or measure of memory.
 - C) technique for automatic processing.
 - D) memory aid.
 - E) word, event, or place that triggers a memory of the past.
15. Chunking refers to
- A) getting information into memory through the use of visual imagery.
 - B) the organization of information into meaningful units.
 - C) the unconscious encoding of incidental information.
 - D) the tendency to recall best the first item in a list.
 - E) the combined use of automatic and effortful processing to ensure the retention of unfamiliar information.

16. Iconic memory refers to
- A) the encoded meanings of words and events in short-term memory.
 - B) photographic, or picture-image, memory that lasts for only a few tenths of a second.
 - C) the effortlessly processed incidental information about the timing and frequency of events.
 - D) the visually encoded images in long-term memory.
 - E) important events often encoded through flashbulb memory.
17. Iconic memory is to echoic memory as _____ is to _____.
- A) short-term memory; long-term memory
 - B) explicit memory; implicit memory
 - C) visual stimulation; auditory stimulation
 - D) automatic processing; effortful processing
 - E) flashbulb memory; implicit memory
18. Our immediate short-term memory for new material is limited to roughly _____ bits of information.
- A) 3
 - B) 7
 - C) 12
 - D) 24
 - E) 50
19. Short-term memory is slightly better
- A) for auditory information than for visual information.
 - B) for random letters than for random digits.
 - C) in children than in adults.
 - D) in females than in males.
 - E) for sensory information than for semantic information.
20. Long-term potentiation refers to
- A) the impact of overlearning on retention.
 - B) an automatic tendency to recall emotionally significant events.
 - C) an increase in a neuron's firing potential.
 - D) the process of learning something without any conscious memory of having learned it.
 - E) the relatively permanent and limitless storehouse of the memory system.

21. Remembering how to solve a jigsaw puzzle without any conscious recollection that one can do so best illustrates _____ memory.
- A) semantic
 - B) explicit
 - C) flashbulb
 - D) implicit
 - E) sensory
22. Which of the following best describes explicit memories?
- A) nondeclarative
 - B) processed by the cerebellum
 - C) acquired through classical conditioning
 - D) include memory for general knowledge
 - E) accessed without conscious recall
23. Memories are primed by
- A) repression.
 - B) retrieval cues.
 - C) retroactive interference.
 - D) the serial position effect.
 - E) source amnesia.
24. Retrieval cues are most likely to facilitate a process known as
- A) automatic processing.
 - B) repression.
 - C) chunking.
 - D) relearning.
 - E) priming.
25. Déjà vu refers to the
- A) emotional arousal produced by events that prime us to recall associated events.
 - B) tendency to remember experiences that are consistent with our current mood.
 - C) unconscious activation of particular associations in memory.
 - D) eerie sense of having previously experienced a situation or event.
 - E) involuntary activation of the hippocampus.

26. Mood-congruent memory refers to the effect of emotional states on the process of
- A) repression.
 - B) encoding.
 - C) storage.
 - D) retrieval.
 - E) relearning.
27. To prevent encoding failure you should
- A) avoid source amnesia.
 - B) limit parallel processing.
 - C) engage in effortful processing.
 - D) stop long-term potentiation.
 - E) encourage priming.
28. Proactive interference refers to the
- A) blocking of painful memories from conscious awareness.
 - B) incorporation of misleading information into one's memory of an event.
 - C) disruptive effect of new learning on the recall of previously learned information.
 - D) disruptive effect of prior learning on the recall of new information.
 - E) integration of current information into implicit memories.
29. Retroactive interference involves the disruption of
- A) automatic processing.
 - B) iconic memory.
 - C) memory retrieval.
 - D) semantic encoding.
 - E) echoic memory.
30. Memory of your familiar old e-mail password may block the recall of your new password. This illustrates
- A) source amnesia.
 - B) retroactive interference.
 - C) the serial position effect.
 - D) proactive interference.
 - E) chunking.

31. Sigmund Freud emphasized that the forgetting of painful experiences is caused by a process that involves
- A) source amnesia.
 - B) retroactive interference.
 - C) memory decay.
 - D) retrieval failure.
 - E) long-term potentiation.
32. The misinformation effect refers to the
- A) tendency to recall experiences that are consistent with one's current good or bad mood.
 - B) disruptive effect of prior learning on the recall of new information.
 - C) the eerie sense that "I've been in this exact situation before."
 - D) incorporation of misleading information into one's memory of an event.
 - E) negative effect of incorrect information on recall.
33. Repression most clearly involves a failure in
- A) encoding.
 - B) retrieval.
 - C) storage.
 - D) iconic memory.
 - E) long-term potentiation.
34. After having seen many pictures of the Lincoln Monument during his lifetime, Mr. Adams mistakenly recalled that he had actually visited the site. This best illustrates
- A) source amnesia.
 - B) proactive interference.
 - C) implicit memory.
 - D) the self-reference effect.
 - E) flashbulb memory.
35. Research on memory construction indicates that
- A) recent events are more vulnerable to memory distortion than events from our more distant past.
 - B) false memories often feel as real as true memories.
 - C) hypnotic suggestion is a particularly effective technique for accurate memory retrieval.
 - D) it is very difficult to lead people to construct memories of events that never happened.
 - E) true memories are created by long-term potentiation, and false memories are encoded in the cerebellum.

36. Stressful life experiences such as being raped are not likely to be
- A) encoded.
 - B) repressed.
 - C) stored.
 - D) retrieved.
 - E) recalled.
37. People should avoid back-to-back study times for learning Spanish and French vocabulary in order to minimize
- A) the self-reference effect.
 - B) long-term potentiation.
 - C) mood-congruent memory.
 - D) interference.
 - E) echoic memory.
38. The psychologist Jean Piaget constructed a vivid, detailed memory of being kidnapped after hearing his nursemaid's false reports of such an event. His experience best illustrates
- A) implicit memory.
 - B) proactive interference.
 - C) source amnesia.
 - D) mood-congruent memory.
 - E) the self-reference effect.
39. Philippe has just completed medical school. In reflecting on his years of formal education, he is able to recall the names of all his instructors except the fifth-grade teacher who flunked him. According to Freud, his forgetting illustrates
- A) repression.
 - B) proactive interference.
 - C) retroactive interference.
 - D) the serial position effect.
 - E) the spacing effect.
40. After studying biology all afternoon, Alonzo is having difficulty remembering details of the organic chemistry material that he memorized that morning. Alonzo's difficulty best illustrates
- A) transience.
 - B) retroactive interference.
 - C) the spacing effect.
 - D) proactive interference.
 - E) source amnesia.

Answer Key

1. C
2. C
3. C
4. B
5. C
6. D
7. C
8. B
9. A
10. E
11. A
12. B
13. C
14. D
15. B
16. B
17. C
18. B
19. A
20. C
21. D
22. D
23. B
24. E
25. D
26. D
27. C
28. D
29. C
30. B
31. D
32. D
33. B
34. A
35. B
36. B
37. D
38. C
39. A
40. B