

## Unit 7- Cognition

**MEMORY PRACTICE Q's (Modules 31-33)**

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Block: \_\_\_\_\_

1. Storage is to encoding as \_\_\_\_\_ is to \_\_\_\_\_.
  - A) recognition; recall
  - B) imagery; mnemonics
  - C) rehearsal; retrieval
  - D) retention; acquisition
  - E) priming; relearning
  
2. A modern information-processing model that views memories as emerging from particular activation patterns within neural networks is known as
  - A) mnemonics.
  - B) connectionism.
  - C) the peg-word system.
  - D) automatic processing.
  - E) mood-congruent memory.
  
3. A flashbulb memory would typically be stored in \_\_\_\_\_ memory.
  - A) iconic
  - B) implicit
  - C) echoic
  - D) long-term
  - E) short-term
  
4. To recognize the active information processing that occurs in short-term memory, researchers have characterized it as \_\_\_\_\_ memory.
  - A) iconic
  - B) working
  - C) flashbulb
  - D) implicit
  - E) repressed

5. Which term best describes parallel processing?
- A) voluntary
  - B) conscious
  - C) serial
  - D) automatic
  - E) sequential
6. We can encode many sensory experiences simultaneously, some automatically, because of which property of the brain?
- A) serial position effect
  - B) parallel processing
  - C) explicit memory
  - D) long-term potentiation
  - E) priming
7. The effortful processing of information
- A) typically interferes with the capacity to think creatively.
  - B) cannot easily be suppressed and inhibited.
  - C) can become automatic through practice.
  - D) occurs less frequently among adults than children.
  - E) takes place in the cerebellum.
8. When first introduced to someone, Marcel effectively remembers the person's name by repeating it to himself several times. Marcel makes use of a strategy called
- A) chunking.
  - B) automatic processing.
  - C) mnemonics.
  - D) the serial position effect.
  - E) rehearsal.
9. Priming is to retrieval as rehearsal is to
- A) encoding.
  - B) chunking.
  - C) imagery.
  - D) repression.
  - E) automatic processing.

10. 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.
11. The tendency for distributed study to yield better long-term retention than massed study is known as
- A) the serial position effect.
  - B) state-dependent memory.
  - C) the spacing effect.
  - D) long-term potentiation.
  - E) chunking.
12. Proactive and retroactive interference contribute most strongly to the
- A) priming effect.
  - B) self-reference effect.
  - C) serial position effect.
  - D) spacing effect.
  - E) mnemonic effect.
13. Semantic encoding refers to the processing of
- A) sounds.
  - B) meanings.
  - C) visual images.
  - D) unfamiliar units.
  - E) touch sensations.
14. 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.

15. Semantic encoding is to visual encoding as \_\_\_\_\_ is to \_\_\_\_\_.
- A) implicit memory; explicit memory
  - B) effortful processing; automatic processing
  - C) the serial position effect; the spacing effect
  - D) iconic memory; flashbulb memory
  - E) meaning; imagery
16. When asked to recall a list of words including, “plump, crook, and child,” people frequently recalled “fat, criminal, and kid.” This best illustrates the impact of
- A) parallel processing.
  - B) peg words.
  - C) semantic encoding.
  - D) echoic memory.
  - E) mood-congruent memory.
17. 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.
18. The organization of information into meaningful units is called
- A) automatic processing.
  - B) the spacing effect.
  - C) chunking.
  - D) iconic memory.
  - E) the peg-word system.
19. The letters Y, M, O, M, R, E are presented. Jill remembers them by rearranging them to spell the word “MEMORY.” This provides an illustration of
- A) chunking.
  - B) the “peg-word” system.
  - C) automatic processing.
  - D) the spacing effect.
  - E) the serial position effect.

20. The use of acronyms to improve one's memory of unfamiliar material best illustrates the value of
- A) imagery.
  - B) chunking.
  - C) the spacing effect.
  - D) the serial position effect.
  - E) semantic encoding.
21. 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.
22. 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
23. While your Mom is lecturing you about cleaning your room, you lose concentration. Then, suddenly you hear the significant words, "no car keys." When she asks, "Are you listening to me?" you are able to repeat the last few things she said before mentioning car keys. Which of the following best explains this phenomenon?
- A) Because you have heard the same lecture many times, rehearsal has caused it to be stored in long-term memory.
  - B) Words stored in echoic memory will last for 3 to 4 seconds, so you can still recall her words.
  - C) What your Mom said at the beginning and end of her lecture will be recalled because of the serial position effect.
  - D) Because losing driving privileges is an emotional event, her words create a flashbulb memory.
  - E) Hearing the words "car keys" leads to the priming of specific memories.

24. 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.
25. A baseball strikes Ashley in the head and she is momentarily knocked unconscious. The physical injury, though not serious, is most likely to interfere with Ashley's \_\_\_\_\_ memory.
- A) flashbulb
  - B) implicit
  - C) mood-congruent
  - D) short-term
  - E) echoic
26. After having a stroke, Aaron has great difficulty recalling any of his subsequent life experiences. He is most likely suffering from
- A) long-term potentiation.
  - B) repression.
  - C) mood-congruent memory.
  - D) amnesia.
  - E) implicit memory.
27. Conscious memory of factual information is called \_\_\_\_\_ memory.
- A) proactive
  - B) procedural
  - C) explicit
  - D) implicit
  - E) iconic
28. Unlike implicit memories, explicit memories are processed by the
- A) hippocampus.
  - B) cerebellum.
  - C) hypothalamus.
  - D) motor cortex.
  - E) corpus callosum.

29. Cerebellum is to \_\_\_\_\_ memory as hippocampus is to \_\_\_\_\_ memory.
- A) short-term; long-term
  - B) long-term; short-term
  - C) implicit; explicit
  - D) explicit; implicit
  - E) iconic; echoic
30. Fill-in-the-blank test questions measure \_\_\_\_\_; matching concepts with their definitions measures \_\_\_\_\_.
- A) recognition; relearning
  - B) recall; recognition
  - C) recall; relearning
  - D) relearning; recall
  - E) recognition; rehearsal
31. Retrieval cues are most likely to facilitate a process known as
- A) automatic processing.
  - B) repression.
  - C) chunking.
  - D) relearning.
  - E) priming.
32. Rehearsal is to encoding as retrieval cues are to
- A) chunking.
  - B) relearning.
  - C) priming.
  - D) repression.
  - E) the spacing effect.
33. 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.

34. Shortly after you see a missing-child poster you are more likely to interpret an ambiguous adult-child interaction as a possible kidnapping. This best illustrates the impact of
- A) priming.
  - B) chunking.
  - C) source amnesia.
  - D) retroactive interference.
  - E) state-dependent memory.
35. When Bryan's girlfriend broke up with him, he felt very down. As he sat in his bedroom, he thought about all of the other times his heart had been broken. Bryan's experience provides an example of
- A) retroactive interference.
  - B) implicit memory.
  - C) mood-congruent memory.
  - D) iconic memory.
  - E) long-term potentiation.
36. The inability to remember how Lincoln's head appears on a penny is most likely due to a failure in
- A) encoding.
  - B) storage.
  - C) retrieval.
  - D) implicit memory.
  - E) iconic memory.
37. The famous Ebbinghaus forgetting curve indicates that how well we remember information depends on
- A) how long ago we learned that information.
  - B) the nature of our mood during encoding and retrieval.
  - C) whether the information is part of our implicit or explicit memory.
  - D) whether the information was acoustically or visually encoded.
  - E) whether proactive interference occurred.
38. 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.



39. Our inability to remember information presented in the seconds just before we fall asleep is most likely due to
- A) motivated forgetting.
  - B) the misinformation effect.
  - C) retroactive interference.
  - D) encoding failure.
  - E) long-term potentiation.
40. 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.

## Answer Key

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