Introduction to Psychology
Memory Quiz

_____ 1 ) Psychologists have found that memory 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.

_____ 2 ) All memory systems must do what to information?
A) encode, store, and retrieve
B) perceive, chunk, and recall
C) sense, understand, and rehearse
D) process, rearrange, and simplify
E) be exposed to, combine, and consider

_____ 3 ) While __________, we must select, identify, and label an experience.
A) retrieving
B) storing
C) accessing
D) processing
E) encoding

_____ 4 ) When using the process of __________, a person relates new information to other information
that is already possessed.
A) retrieval
B) encoding
C) storage
D) elaboration
E) rehearsing

_____ 5 ) What are the three memory systems?
A) sensory; cognitive; short term
B) sensory; working; short term
C) sensory; working; long term
D) working; long term; short term
E) recall; recognition; rehearsal

_____ 6 ) Another term for eidetic imagery is
A) photographic memory.
B) recognition.
C) episodic memory.
D) engram.
E) implicit memory.
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7) The actual capacity of sensory memory is
A) two or three items per sense.
B) seven (plus or minus two) items per sense.
C) limitless number of items.
D) sixteen items per sense.
E) sixteen items shared among the senses.

8) The sensory register for vision is called _______ memory, whereas sensory memory for hearing is called _______ memory.
A) declarative; procedural
B) olfactory; auditory
C) implicit; explicit
D) explicit; implicit
E) iconic; echoic

9) Typically, information is held in working memory for about how long?
A) five to ten seconds
B) twenty seconds
C) two to three minutes
D) an hour or two
E) about one day

10) Working memory's capacity
A) is smaller than both sensory and long-term memory.
B) is larger than both sensory and long-term memory.
C) varies more than both sensory and long-term memory.
D) is larger than sensory memory, but smaller than long-term memory.
E) is larger than long-term memory, but smaller than sensory memory.

11) Luiz is being asked to remember a series of the following 15 letters: FOXHOWLSWANTBUG. He finds this to be easier to remember as the four words "fox howls want bug," rather than 15 individual letters. Luiz has used a process known as
A) maintenance rehearsal.
B) long-term potentiation.
C) recognition.
D) chunking.
E) eidetic imagery.

12) 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
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_____ 13 ) The two main kinds of long-term memory are
A) recognition and recall.
B) encoding and rehearsal.
C) procedural and declarative memory.
D) semantic and episodic memory.
E) immediate and eventual memory.

_____ 14 ) __________ memory is the LTM subsystem that stores memory for how things are done, and __________ memory is the LTM subsystem for remembering specific facts.
A) Episodic; declarative
B) Semantic; episodic
C) Procedural; semantic
D) Procedural; declarative
E) Declarative; semantic

_____ 15 ) To remember how to play "Fire And Rain" on the guitar, James Taylor must rely on
A) episodic memory.
B) procedural memory.
C) semantic memory.
D) a flashbulb memory.
E) mnemonics.

_____ 16 ) The two subdivisions of declarative memory are __________ memory, which stores personal information, and __________ memory, which stores the meanings of words and concepts.
A) episodic; explicit
B) episodic; semantic
C) semantic; episodic
D) implicit; semantic
E) implicit; explicit

_____ 17 ) The physical trace of memory is known as a(n)
A) schema.
B) elaboration.
C) long-term potentiation.
D) engram.
E) anterograde.

_____ 18 ) Flashbulb memories are so vivid for all of the following reasons EXCEPT which one?
A) They involve unusual events.
B) They have strong emotional associations.
C) They are near-perfect in their accounts.
D) They are readily located in LTM.
E) They usually often consist of some personal involvement.
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_____ 19 ) 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
A) recognition.
B) encoding specificity.
C) TOT phenomenon.
D) priming.
E) misattribution.

_____ 20 ) Recall and recognition are examples of
A) encoding methods.
B) storage methods.
C) retrieval methods.
D) elaboration.
E) methods of loci.

_____ 21 ) Upon returning to the hometown where he grew up, Joel suddenly began to remember the names of some of his elementary school classmates due to
A) encoding specificity.
B) transience.
C) long-term potentiation.
D) the TOT phenomenon.
E) persistence.

_____ 22 ) The TOT phenomenon occurs when
A) you get a flood of memories.
B) memories interfere with one another.
C) the order of presentation impacts recall.
D) a known word is just beyond access.
E) a person believes incorrect memories are accurate.

_____ 23 ) Absent-mindedness typically involves
A) a shift in attention.
B) a failure to encode a stimulus event.
C) a failure to connect new input to previously stored information.
D) a failure of sensory memory.
E) an old memory making it difficult to recall a newer one.

_____ 24 ) Blocking occurs when information encounters
A) transduction.
B) transference.
C) an engram.
D) interference.
E) misattribution.
25) In proactive interference, old memories act to
A) cause us to forget other old memories.
B) distort realities.
C) add additional information.
D) reverse the order of items in LTM.
E) block attempts at learning.

26) 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.

27) __________ occurs when previously stored information prevents the learning of similar new information, and __________ occurs when newly learned information prevents the retrieval of previously stored, similar information.
A) Forgetting; retrieval failure
B) Proactive interference; retroactive interference
C) Retroactive interference; proactive interference
D) Repression; suppression
E) Implicit memory; explicit memory

28) 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
A) remembering more than about seven (plus or minus two) of them.
B) recognizing the names of the presidents on a list.
C) recalling the earliest presidents.
D) recalling the most recent presidents.
E) recalling the presidents in the middle.

29) After witnessing an accident some people are asked, "Did you see THE broken headlight?," whereas a second group of people are asked, "Did you see A broken headlight?" We could expect people in the first group to be more likely to say, "Yes," as a result of
A) misattribution.
B) bias.
C) repression.
D) interference.
E) suggestibility.

30) Freud defined the mental processes by which we protect ourselves from unacceptable or painful memories by pushing them out of consciousness as
A) transience.
B) repression.
C) anterograde amnesia.
D) retroactive interference.
E) proactive interference.
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_____ 31 ) When memories are colored by our beliefs and previous experiences, we are demonstrating
A) misattribution.
B) suggestibility.
C) interference.
D) transference.
E) bias.

_____ 32 ) Roger believes his daughter is an 'angel,' while overlooking the facts that she is skipping school, using drugs, and fighting with other kids. Roger is demonstrating
A) bias.
B) encoding specificity.
C) misattribution.
D) retroactive interference.
E) suggestibility.

_____ 33 ) If Travis is feeling sad, he is more likely to remember other unhappy memories due to
A) eidetic imagery.
B) flashbulb memory.
C) self-consistency bias.
D) mood-congruent memory.
E) the TOT phenomenon.

_____ 34 ) Mnemonics are methods for
A) repressing memories that are too painful to remember.
B) encoding information by associating it with information already in LTM.
C) retrieving information that has already been stored in LTM.
D) reducing the bias we sometimes experience when storing memories.
E) enhancing our ability to detect sensory information.

_____ 35 ) The two main __________ are the method of loci and natural language mediators.
A) mnemonic strategies
B) levels of memory processing
C) retrieval strategies
D) chunking strategies
E) priming techniques

_____ 36 ) David remembers his acting lines by associating them with where he is on stage when he says them. He is using _________.
A) recognition.
B) chunking.
C) episodic memory.
D) maintenance rehearsal.
E) the method of loci.
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_____ 37 ) To remember the five Great Lakes, you might remember the word HOMES, because each of
the five letters in HOMES is the first letter of one of the Great Lakes. This strategy is known
as
A) the method of loci.
B) the tip-of-the-tongue phenomenon.
C) a natural language mediator.
D) a recognition task.
E) maintenance rehearsal.

_____ 38.) In ____ memory, information becomes available without any conscious effort; in ____
memory, one makes a conscious effort to recover the information.
A) implicit; explicit
B) explicit; implicit
C) procedural; declarative
D) declarative; procedural

_____ 39.) Declarative memory
A) is the same as procedural memory.
B) involves the recollection of facts.
C) involves the memory for how to do things.
D) was not studied by Ebbinghaus.
E) all of the above

_____ 40.) Procedural memory
A) is used most when one is recalling material for a test.
B) is the same as implicit memory.
C) is the memory for how to do things.
D) cannot be consciously activated.
E) none of the above

_____ 41.) The initial processing of information that leads to a representation in memory is known as
_____; the recovery at a later time of the stored information is called ____.
A) storage; retrieval
B) encoding; retrieval
C) encoding; storage
D) storage; encoding
E) unloading; loading

_____ 42.) While you are jogging in the park, the scene of a family enjoying a picnic catches your eye.
After you turn away, what will the image of the family do?
A) be gone instantly.
B) last for about one-half second..
C) last for about three seconds.
D) last for about five seconds.
E) enter long term memory.
_____ 43.) Research has shown that iconic memory:
A) has a very small capacity
B) is erased whenever a blink occurs.
C) does not exist in children.
D) fades in less than a second.
E) disappears when the next sound is heard.

_____ 44.) With respect to their duration, echoic memories:
A) disappear instantaneously.
B) last for less than a second.
C) last for a second or two.
D) last as long as five to ten seconds.
E) are shorter lived than iconic memories.

_____ 45.) Short-term memory can best be characterized as being ____ in capacity and ____ in terms of speed of processing.
A) unlimited; highly efficient
B) unlimited; not very efficient
C) limited; high efficient
D) limited; not very efficient

_____ 46.) If you want to increase your chances of recall, a general rule is that your ability to remember will be greatest when:
A) information from the outside world is prevented from entering your short-term memory.
B) information from long-term memory is prevented from entering your short-term memory.
C) there is a match between the circumstances surrounding your encoding and your retrieval.
D) there is a mismatch between the circumstances surrounding your encoding and your retrieval.
E) none of the above

_____ 47.) When you run into the cashier from the supermarket in the ticket line at the theater, you recognize her, but can't remember how you know her. This phenomenon can most likely be attributed to:
A) repressed memory
B) the absence of an engram
C) encoding specificity
D) the existence of a prototype
E) proactive interference

_____ 48.) Which of the following is an example of proactive interference?
A) You call your new boyfriend by your old boyfriend's name.
B) You call your old girlfriend by your new girlfriend's name.
C) After learning Spanish, you find it difficult to remember your Italian verbs.
D) After learning how to play racquetball, you find your old squash stroke is ruined.
E) You meet your doctor at Kmart and can't remember his name.
49.) Which of the following is an example of retroactive interference?
A) Your teacher finds it harder each year to learn and remember student's names.
B) Learning to play the piano makes it difficult to remember how to play the harpsichord.
C) Now that you have learned your new locker combination, you cannot remember the old one.
D) Since you have moved, it has been difficult to remember your new ZIP code.
E) You do not pay attention to your wife and two minutes later can't remember what she said.

50.) Which brain structure is most closely associated with procedural memory, memories acquired by repetition, and classically conditioned responses?
A) Amygdala
B) Hippocampus
C) Cerebellum
D) Striatum
E) Reticular Formation