Unit 7 Memory & Cognition Practice

1. Which of the following is the best definition of the modern memory model “connectionism”?
   A) a newer understanding of short term memory that focuses on active processing (working memory)
   B) the view that memory emerges from interconnected neural networks
   C) memory aids provided by powerful visual imagery or cues (recognition)
   D) unconscious encoding of incidental information
   E) cues from a current situation that trigger memories of a previous experience (priming)

2. 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

3. Effortful processing can occur only with
   A) implicit memory.
   B) conscious attention.
   C) visual imagery.
   D) chunking.
   E) sensory memory.

4. Students who restudy course material at the end of a semester in order to pass the AP final exam are especially likely to demonstrate long-term retention of the course material. This best illustrates the value of
   A) implicit memory.
   B) the serial position effect.
   C) long-term potentiation.
   D) the spacing effect.
   E) chunking.

5. 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.

6. Iconic memory is to echoic memory as
   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

7. “The magical number seven, plus or minus two” refers to the storage capacity of ________ memory.
   A) short-term
   B) explicit
   C) flashbulb
   D) implicit
   E) sensory

8. Research suggests that a memory trace is most likely to involve
   A) source amnesia.
   B) synaptic changes.
   C) motivated forgetting.
   D) the serial position effect.
   E) hormonal changes.

9. Exceptionally clear memories of emotionally significant events are called
   A) sensory memories.
   B) flashbulb memories.
   C) mood-congruent memories.
   D) repressed memories.
   E) semantic memories.

10. The ability to learn something without any conscious memory of having learned it suggests the need to distinguish between
   A) proactive interference and retroactive interference.
   B) short-term memory and long-term memory.
   C) recognition and recall.
   D) explicit memory and implicit memory.
   E) iconic memory and echoic memory.

11. 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

12. Compared with formerly depressed people, those who are currently depressed are more likely to recall their parents as rejecting and punitive. This best illustrates
   A) the misinformation effect (misleading info presented)
   B) source amnesia.
   C) the self-reference effect. (more likely to remember info if relate it to self)
   D) mood-congruent memory.
   E) retroactive interference.
13. Using nonsense syllables to study memory, Hermann Ebbinghaus found that
A) our sensory memory capacity is essentially unlimited. (fleeting – few seconds)
B) iconic memory fades more rapidly than echoic memory. (true – doesn’t answer question)
C) what is learned in one mood is most easily retrieved while in that same mood. (true – doesn’t answer question)
D) the most rapid memory loss for new information occurs shortly after it is learned.
E) syllables that were meaningful to the participants were recalled best. (true – doesn’t answer question)

14. Arnold so easily remembers his old girlfriend's telephone number that he finds it difficult to recall his new girlfriend's number. Arnold's difficulty best illustrates
A) retroactive interference.
B) priming.
C) source amnesia.
D) proactive interference.
E) repression.

15. Which of the following best explains why Ebbinghaus found the task of learning new lists of nonsense syllables increasingly difficult as his research career progressed?
A) the spacing effect
B) source amnesia
C) proactive interference*
D) retroactive interference
E) misattribution

16. Research participants who were exposed to very convincing arguments about the desirability of frequent toothbrushing misremember how frequently they had brushed their teeth in the preceding two weeks. This best illustrates
A) the self-reference effect.
B) proactive interference.
C) motivated forgetting.
D) the spacing effect.
E) semantic encoding.

17. When someone mentions Ivy League colleges, Trisha immediately thinks of Harvard University. In this instance, Harvard University is a
A) fixation.
B) algorithm.
C) heuristic.
D) prototype.
E) mental set.

18. Jamilla systematically tried each successive key on her dad's key ring until she found the one that unlocked his office door. This best illustrates problem solving by means of
A) belief perseverance.
B) an algorithm.
C) the representativeness heuristic.
D) the availability heuristic.
E) functional fixedness.

19. Daniel was asked to write down as many words as he could think of that contained the letter d. To complete this task Daniel would rely on
A) divergent thinking.
B) framing.
C) convergent thinking.
D) belief perseverance.
E) the availability heuristic.

20. Business managers are more likely to track the career achievements of those they once hired than the accomplishments of those they once rejected. This best illustrates
A) the representativeness heuristic.
B) functional fixedness.
C) the framing effect.
D) confirmation bias.
E) belief bias.

21. Marlene forgot to bring a pillow on the camping trip, so she spent a very uncomfortable and restless night. Unfortunately, she never thought of using her down-filled jacket as a pillow. Marlene's oversight best illustrates
A) confirmation bias.
B) belief perseverance.
C) functional fixedness.
D) the availability heuristic.
E) overconfidence.

22. A single, memorable case of welfare fraud has a greater impact on estimates of the frequency of welfare abuse than do statistics showing that this case is actually the exception to the rule. This illustrates that judgments are influenced by the
A) confirmation bias.
B) representativeness heuristic.
C) belief perseverance phenomenon.
D) framing effect.
E) availability heuristic.

23. When Fred pronounced the words “this” and “that,” he noticed that they share a common
A) prototype.
B) phenotype.
C) morpheme. meaning
D) algorithm.
E) phoneme. sound="th"
In the words “lightly,” “neatly,” and “shortly,” the “ly” ending is a(n)
A) algorithm.
B) syntax.
C) phoneme.
D) **morpheme** = carries meaning
E) prototype.