**CHAPTER 9**

**Memory**

51. 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.

52. The process of getting information out of memory storage is called:

a. priming.

b. encoding.

c. relearning.

d. retrieval.

e. rehearsal.

53. Your consciously activated but limited‑capacity memory is called \_\_\_\_\_\_\_\_ memory.

a. short-term

b. implicit

c. mood-congruent

d. explicit

e. automatic

54. A flashbulb memory would typically be stored in \_\_\_\_\_\_\_\_ memory.

a. iconic

b. implicit

c. short-term

d. state-dependent

e. long-term

55. The three-stage processing model suggests that we register information in \_\_\_\_\_\_\_\_ before it is \_\_\_\_\_\_\_\_ into short-term memory.

a. sensory; retrieved

b. long-term; retrieved

c. sensory; encoded

d. long-term; encoded

56. Automatic processing occurs without:

a. visual imagery.

b. semantic encoding.

c. conscious awareness.

d. sensory memory.

57. In an effort to remember how to spell “rhinoceros,” Sheryl writes the word 30 times. She is using a technique known as:

a. priming.

b. rehearsal.

c. the “peg-word” system.

d. chunking.

e. the method of loci.

58. Ebbinghaus’s 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.

59. Kathy performs better on foreign language vocabulary tests if she studies the material 15 minutes every day for 8 days than if she crams for 2 hours the night before the test. This illustrates what is known as:

a. the spacing effect.

b. the serial position effect.

c. mood-congruent memory.

d. chunking.

e. automatic processing.

60. 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. next-in-line

d. priming

e. spacing

61. The fact that our preconceived ideas contribute to our ability to process new information best illustrates the importance of:

a. the serial position effect.

b. semantic encoding.

c. retroactive interference.

d. iconic memory.

e. repression.

62. Which of the following questions about the word *depressed* would best prepare you to correctly remember tomorrow that you had seen the word on today’s test?

a. How well does the word describe you?

b. Does the word consist of ten letters?

c. Is the word written in capital letters?

d. Does the word rhyme with *obsessed*?

63. We are more likely to remember the words “typewriter, cigarette, and fire” than the words “void, process, and inherent.” This best illustrates the value of:

a. long-term potentiation.

b. flashbulb memory.

c. visual encoding.

d. iconic memory.

64. George has learned the sentence “My Very Earnest Mother Just Showed Us Nine Planets” as a way to remember the names of the nine planets. This illustrates the use of:

a. the method of loci.

b. mnemonics.

c. the spacing effect.

d. the “peg‑word” system.

e. automatic processing.

65. Chunking refers to:

a. getting information into memory through the use of visual imagery.

b. the effortless processing of familiar information to get it into long‑term memory storage.

c. the combined use of automatic and effortful processing to ensure the retention of unfamiliar information.

d. the organization of information into meaningful units.

66. A momentary sensory memory of visual stimuli is called \_\_\_\_\_\_\_\_ memory.

a. echoic

b. implicit

c. iconic

d. flashbulb

67. Echoic memory refers to:

a. the encoded meanings of words and events in long‑term memory.

b. a vivid memory of an emotionally significant event.

c. the automatic retention of incidental information about the timing and frequency of events.

d. a momentary sensory memory of auditory stimuli.

68. For a moment after hearing his dog’s high‑pitched bark, Mr. Silvers has a vivid auditory impression of the dog’s yelp. His experience most clearly illustrates \_\_\_\_\_\_\_\_ memory.

a. short‑term

b. iconic

c. mood-congruent

d. implicit

e. echoic

69. Peterson and Peterson demonstrated that unrehearsed short-term memories for three consonants almost completely decay in as short a time as:

a. 1 second.

b. 12 seconds.

c. 1 minute.

d. 12 minutes.

e. 1 hour.

70. After being asked to remember three consonants, subjects in a study by Peterson and Peterson counted aloud backward by threes in order to prevent:

a. source amnesia.

b. retroactive interference.

c. proactive interference.

d. encoding failure.

e. rehearsal.

71. “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

72. Which type of memory has an essentially unlimited storage capacity?

a. echoic memory

b. short-term memory

c. long‑term memory

d. state‑dependent memory

73. Long-term potentiation is a(n):

a. elimination of anxiety-producing thoughts from conscious awareness.

b. disruptive effect of prior learning on recall of new information.

c. process of getting information out of memory storage.

d. neural basis for memory.

74. A retention of skills and dispositions without conscious recollection is known as \_\_\_\_\_\_\_\_ memory.

a. state-dependent

b. flashbulb

c. short-term

d. sensory

e. implicit

75. Memory of facts is to \_\_\_\_\_\_\_\_ as memory of skills is to \_\_\_\_\_\_\_\_.

a. brainstem; hippocampus

b. explicit memory; implicit memory

c. automatic processing; effortful processing

d. short‑term memory; long‑term memory

76. When an eyewitness to an auto accident is asked to describe what happened, which test of memory is being utilized?

a. reconstruction

b. recognition

c. rehearsal

d. recall

e. relearning

77. Words, events, places, and emotions that trigger our memory of the past are called:

a. retrieval cues.

b. déjà vu.

c. iconic traces.

d. context effects.

e. schemas.

78. Hearing the word “rabbit” may lead people to spell the spoken word “hair” as “h-a-r-e.” This best illustrates a process known as:

a. chunking.

b. retroactive interference.

c. the method of loci.

d. repression.

e. priming.

79. 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 one’s current mood.

c. unconscious activation of particular associations in memory.

d. eerie sense of having previously experienced a situation.

80. Negative associations primed by distressing emotions most clearly illustrate:

a. repression.

b. retroactive interference.

c. the misinformation effect.

d. proactive interference.

e. mood-congruent memory.

81. 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.

82. The title of a song is on the tip of Gerard’s tongue, but he cannot recall it until someone mentions the songwriter’s name. Gerard’s initial inability to recall the title was most likely caused by:

a. a physical decay of stored memory.

b. encoding failure.

c. state‑dependent memory.

d. retrieval failure.

e. repression

83. The disruptive effect of prior learning on the recall of new information is called:

a. state‑dependent memory.

b. retroactive interference.

c. the serial position effect.

d. the spacing effect.

e. proactive interference.

84. After learning the combination for his new locker at school, Milton is unable to remember the combination for his year‑old bicycle lock. Milton is experiencing the effects of:

a. encoding failure.

b. source amnesia.

c. retroactive interference.

d. proactive interference.

e. automatic processing.

85. A type of motivated forgetting in which painful memories are blocked from conscious awareness is:

a. retroactive interference.

b. proactive interference.

c. the spacing effect.

d. repression.

e. priming.

86. Many of the experimental subjects who were asked how fast two cars in a filmed traffic accident were going when they smashed into each other subsequently recalled seeing broken glass at the scene of the accident. This experiment best illustrated:

a. proactive interference.

b. the self-reference effect.

c. the spacing effect.

d. the misinformation effect.

e. state-dependent memory.

87. 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.

88. Police interrogators have been trained to ask less suggestive and more

open-ended questions in order to avoid:

a. long-term potentiation.

b. the misinformation effect.

c. mood-congruent memory.

d. proactive interference.

e. the next-in-line effect.

89. Memory experts who express skepticism regarding reports of repressed and recovered memories are most likely to emphasize that:

a. people rarely recall memories of long-forgotten events.

b. most extremely traumatic life experiences are never encoded into long-term memory.

c. only those memories that are recovered with the help of a professional psychotherapist are likely to be reliable.

d. extremely stressful life experiences are especially likely to be well remembered.

90. Tristram and Dee had a joyful wedding ceremony. After their painful divorce, however, they began to remember the wedding as a somewhat hectic, unpleasant, and frightening event. Their recollections best illustrate the nature of:

a. proactive interference.

b. memory construction.

c. the spacing effect.

d. the serial position effect.

e. repression.