Chapter Test
1. This memory process involves making meaning out of our perceptions.
   a. consolidation
   b. storage
   c. encoding
   d. retrieval
   Answer: C difficulty: 1 factual
   Goal 1: Knowledge Base of Psychology

2. When information becomes conscious, it has been activated in this store.
   a. sensory memory
   b. short-term memory
   c. working memory
   d. long-term memory
   Answer: B difficulty: 1 factual
   Goal 1: Knowledge Base of Psychology

3. You might use this strategy to remember a telephone number if you have nothing with which to write.
   a. elaborative rehearsal
   b. selective encoding
   c. maintenance rehearsal
   d. selective attention
   Answer: C difficulty: 2 factual
   Goal 4: Application of Psychology

4. An experimenter is hoping to measure this when asking you to quickly repeat back a string of digits like 2,3,5,6,1,2,6.
   a. encoding span
   b. memory span
   c. short-term chunker
   d. quantitative store
   Answer: B difficulty: 2 factual
   Goal 2: Research Methods in Psychology

5. Which of the following is NOT a way that long-term memories are encoded?
   a. visual encoding
   b. mental encoding
   c. semantic encoding
   d. acoustic encoding
   Answer: B difficulty: 1 factual
   Goal 1: Knowledge Base of Psychology

6. Which of the following was NOT among the list of habits known to reduce exam performance?
   a. sitting toward the back of the classroom
b. studying in frequent, manageable sessions  
c. studying while high on marijuana  
d. studying mainly by re-reading your notes  
Answer: B  difficulty: 2  conceptual  

Goal 4: Application of Psychology  

7. On a multiple-choice exam, identifying the correct answer is really a matter of  
a. recognition  
b. recall  
c. storage  
d. encoding  
Answer: A  difficulty: 2  factual  

Goal 4: Application of Psychology  

8. Researchers demonstrated this phenomenon when they had scuba divers memorize lists of words either under water or on land, and later tested them for recall of these words both on land and under water.  
a. elaborative rehearsal  
b. method of loci  
c. state-dependent memory  
d. context-dependent memory  
Answer: D  difficulty: 2  factual  

Goal 2: Research Methods in Psychology  

9. This retrieval phenomenon works when mood and other psychological states, including drug-induced changes in consciousness, act as retrieval cues.  
a. elaborative rehearsal  
b. method of loci  
c. state-dependent memory  
d. context-dependent memory  
Answer: C  difficulty: 2  factual  

Goal 1: Knowledge Base of Psychology  

10. This memory phenomenon is a highly vivid and detailed remembrance of one’s personal circumstances at the moment of learning of some shocking and unexpected event.  
a. state-dependent memory  
b. flashbulb memory  
c. false memory  
d. recovered memory  
Answer: B  difficulty: 1  factual  

Goal 1: Knowledge Base of Psychology  

11. This part of the multicomponent model of working memory holds visual information in short-term memory.  
a. phonological loop
b. episodic buffer
c. visuospatial sketchpad
d. central executive
Answer: C difficulty: 1 factual
Goal 1: Knowledge Base of Psychology

12. This part of the multicomponent model of working memory allows us to have several short- and long-term memory “programs” open at the same time.
   a. phonological loop
   b. episodic buffer
   c. visuospatial sketchpad
   d. central executive
Answer: D difficulty: 1 factual
Goal 1: Knowledge Base of Psychology

13. All of the following are examples of episodic memories, EXCEPT:
   a. Steve remembers that he bought his first guitar on a Monday.
   b. Josh remembers that his first kiss was very awkward.
   c. Mary Beth remembers that her favorite song is by the Beatles.
   d. Adam remembers that New York is in the Eastern time zone of the United States.
Answer: D difficulty: 2 conceptual
Goal 4: Application of Psychology

14. When we recall something, but have no awareness that we are doing so, we are using
   a. semantic memory
   b. episodic memory
   c. implicit memory
   d. discrete memory
Answer: C difficulty: 1 factual
Goal 1: Knowledge Base of Psychology

15. Craik and Lockhart did not adhere to the notion that memory consists of separate stores and stages such as STM and LTM. Instead they proposed that
   a. the more deeply an item is processed, the more likely it is to be recalled at a later date
   b. encoding, storage, and retrieval were three parts of a general process of LTM.
   c. the more deeply encoded a memory is, the more likely it is context dependent
   d. the use of mnemonics illustrates that STM can be unlimited.
Answer: A difficulty: 3 factual
Goal 3: Critical Thinking Skills in Psychology

16. If you make a list of items to buy at the grocery store but forget your list at home, you will probably be able to remember the first few items on the list as an example of this serial position effect.
   a. primacy effect
   b. recency effect
   c. context effect
d. distinctiveness effect  
Answer: A  difficulty: 1  factual  
Goal 4: Application of Psychology

17. Supporters of the idea of distinct memory systems claim that this serial position effect is evidence of the existence of a separate short-term memory store.  
   a. primacy effect  
   b. recency effect  
   c. context effect  
   d. distinctiveness effect  
Answer: B  difficulty: 1  factual  
Goal 4: Application of Psychology

18. There has recently been a shift among memory researchers away from quantitative questions of how much and how long to the question of how  
   a. large  
   b. accurate  
   c. lengthy  
   d. vivid  
Answer: B  difficulty: 1  factual  
Goal 3: Critical Thinking Skills in Psychology

19. Most modern psychologists view memory like a “theater” of experience where events may be interpreted and reinterpreted over time. This means that memories are  
   a. fixed, not variable  
   b. saved, not recalled  
   c. constructed, not played back  
   d. intangible, not fixed  
Answer: A  difficulty: 1  conceptual  
Goal 3: Critical Thinking Skills in Psychology

20. The false memory effect demonstrated by Ceci and colleagues particularly affects  
   a. short-term memory  
   b. semantic memory  
   c. procedural memory  
   d. autobiographical memory  
Answer: D  difficulty: 1  factual  
Goal 1: Knowledge Base of Psychology

21. Your confidence in autobiographical memories for events that occurred before your fourth birthday are most likely based on  
   a. the encoding of specific details during your pre-school years  
   b. the emotional aspects of the experience  
   c. the rehearsal of the event in short-term memory  
   d. the existence of photographs of the event  
Answer: D  difficulty: 3  conceptual
Goal 4: Application of Psychology

22. All of the following are examples of proactive interference, EXCEPT:
a. Raphael recently changed his debit-card PIN, but still enters the old pin by mistake.
b. Julia lost the combination lock to use at the gym, but she cannot use her old one because she only remembers the new combination.
c. Steve ruined his date by calling her by his old girlfriend’s name.
d. Dr. Johnston has trouble remembering his student’s names every time a new semester starts.
Answer: B difficulty: 2 conceptual

Goal 4: Application of Psychology

23. A schema is necessary to represent which of these bits of information?
a. the color of grass is green
b. psychology lecture lasts for 50 minutes
c. all birds have feathers
d. your father is older than you are
Answer: B difficulty: 2 conceptual

Goal 1: Knowledge Base of Psychology

24. Studies that demonstrate this effect of schemas also highlight the importance of the context in which an event occurs for subsequent accurate recall.
   a. inaccurate recall of schema-consistent material
   b. distorted recall of schema-inconsistent material
   c. accurate recall of schema-inconsistent material
d. misattributed recall of autobiographical information
Answer: B difficulty: 2 conceptual

Goal 3: Critical Thinking Skills in Psychology

25. Which of the following best describes the consensus of most researchers about the recovered memory controversy?
a. People who experience traumatic events do not try hard enough to repress the memory and it is recovered.
b. Many trauma survivors lose memory for the entire event, including several days surrounding the event.
c. Most people who recover memories of traumatic sexual abuse in therapy are actually rebelling against the suggestions of the therapist.
d. Cases in which a person loses all memory for a traumatic event, and then recovers the details accurately, years later, are rare.
Answer: C difficulty: 3 conceptual