1. In order to remember a list of the school supplies she needs, Marcy mentally visualizes each item at a certain location in her house. Marcy's tactic best illustrates the use of
   A) iconic memory.
   B) state-dependent memory.
   C) the serial position effect.
   D) the method of loci.
   E) the spacing effect.

2. The process of getting information into memory is called
   A) priming.
   B) chunking.
   C) encoding.
   D) registering.
   E) storage.

3. Our immediate short-term memory for new material is limited to roughly ______ bits of information.
   A) 3
   B) 7
   C) 12
   D) 24
   E) 50

4. Psychologists on both sides of the controversy regarding reports of repressed and recovered memories of childhood sexual abuse agree that
   A) the accumulated experiences of our lives are all preserved somewhere in our minds.
   B) repression is the most common mechanism underlying the failure to recall early childhood sexual abuse.
   C) we commonly recover memories of long-forgotten negative as well as positive events.
   D) the more stressful an experience is, the more quickly it will be consciously forgotten.
   E) professional therapists can reliably distinguish between their clients' true and false childhood memories.
5. 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

6. After reading a newspaper report suggesting that drunken driving might have contributed to a recent auto accident, several people who actually witnessed the accident began to remember the driver involved as traveling more recklessly than was actually the case. This provides an example of
   A) proactive interference.
   B) the serial position effect.
   C) state-dependent memory.
   D) the self-reference effect.
   E) the misinformation effect.

7. An understanding of the distinction between implicit and explicit memories is most helpful for explaining
   A) the serial position effect.
   B) the spacing effect.
   C) repression.
   D) state-dependent memory.
   E) infantile amnesia.

8. Austin can't remember Jack Smith's name because he wasn't paying attention when Jack was formally introduced. Austin's poor memory is best explained in terms of
   A) storage decay.
   B) proactive interference.
   C) encoding failure.
   D) retroactive interference.
   E) source amnesia.

9. Mrs. Ramos claims to remember being sexually abused by her father when she was less than a year old. Memory experts are most likely to doubt the reliability of her memory due to their awareness of
   A) implicit memory.
   B) the self-reference effect.
   C) long-term potentiation.
   D) infantile amnesia.
   E) the spacing effect.
10. Memories are primed by
   A) repression.
   B) retrieval cues.
   C) retroactive interference.
   D) the serial position effect.
   E) source amnesia.

11. The process of getting information out of memory is called
   A) priming.
   B) encoding.
   C) relearning.
   D) retrieval.
   E) rehearsal.

12. Karl and Dee had a joyful wedding ceremony. After their painful divorce, however, they began to remember the wedding as a somewhat hectic and unpleasant 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.

13. Most people misrecall the sentence, "The angry rioter threw the rock at the window" as "The angry rioter threw the rock through the window." This best illustrates the importance of
   A) semantic encoding.
   B) retroactive interference.
   C) misinformation effect.
   D) iconic memory.
   E) mood-congruent memory.

14. After studying biology all afternoon, Alonzo is having difficulty remembering details of the organic chemistry material that he memorized that morning. Alonzo's difficulty best illustrates
   A) transience.
   B) retroactive interference.
   C) the spacing effect.
   D) proactive interference.
   E) source amnesia.
15. The eerie sense of having previously experienced a situation is known as
   A) the next-in-line effect.
   B) the serial position effect.
   C) mood-congruent memory.
   D) source amnesia.
   E) déjà vu.

16. Those who are eager to use hypnosis in order to facilitate eyewitness recollections of the
details of a crime should first be warned of the dangers of
   A) the self-reference effect.
   B) the misinformation effect.
   C) proactive interference.
   D) state-dependent memory.
   E) the spacing effect.

17. Professor Maslova has so many memories of former students that she has difficulty
remembering the names of new students. The professor's difficulty best illustrates
   A) retroactive interference.
   B) mood-congruent memory.
   C) proactive interference.
   D) the spacing effect.
   E) source amnesia.

18. Memory aids that involve the use of vivid imagery and clever ways of organizing
material are called
   A) semantic techniques.
   B) iconic traces.
   C) organizational cues.
   D) mnemonic devices.
   E) flashbulb memories.

19. Chunking refers to
   A) getting information into memory through the use of visual imagery.
   B) the organization of information into meaningful units.
   C) the unconscious encoding of incidental information.
   D) the tendency to recall best the first item in a list.
   E) the combined use of automatic and effortful processing to ensure the retention of
unfamiliar information.
20. Police interrogators have been trained to ask less suggestive and more effective 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.

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. The self-reference effect best illustrates the value of
A) semantic encoding.
B) source amnesia.
C) iconic memory.
D) flashbulb memory.
E) repression.

23. The misinformation effect best illustrates the dynamics of
A) automatic processing.
B) memory construction.
C) repression.
D) proactive interference.
E) mood-congruent memory.

24. Although Arturo has looked at his watch thousands of times, he is unable to recall whether the watch features Arabic or Roman numerals. This is most likely due to a failure in
A) encoding.
B) storage.
C) retrieval.
D) iconic memory.
E) implicit memory.
25. Our schemas often influence the form in which information is retrieved from long-term memory. This fact is most relevant to appreciating the importance of
   A) long-term potentiation.
   B) automatic processing.
   C) memory construction.
   D) the spacing effect.
   E) visual encoding.

26. 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

27. Reading a romantic novel caused Consuela to recall some old experiences with a high school boyfriend. The effect of the novel on Consuela's memory retrieval is an illustration of
   A) priming.
   B) chunking.
   C) source amnesia.
   D) automatic processing.
   E) the spacing effect.

28. 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.

29. After his last drinking spree, Fakim hid a half-empty liquor bottle. He couldn't remember where he hid it until he started drinking again. Fakim's pattern of recall best illustrates
   A) the spacing effect.
   B) proactive interference.
   C) the serial position effect.
   D) motivated forgetting.
   E) state-dependent memory.
30. Students who restudy course material at the end of a semester in order to pass a comprehensive final 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) the method of loci.
   D) the spacing effect.
   E) chunking.

31. Memory is best defined as
   A) the conscious encoding of information.
   B) stored knowledge that has been semantically encoded.
   C) the persistence of learning through the storage and retrieval of information.
   D) the retrieval of stored information in precisely the same form in which it was encoded.
   E) recalling and retrieving information stored in the cerebral cortex.

32. Acronyms are to chunking as the method of loci is to
   A) imagery.
   B) rehearsal.
   C) acoustic encoding.
   D) automatic processing.
   E) the “peg-word” system.

33. Students often remember more information from a course that spans an entire semester than from a course that is completed in an intensive three-week learning period. This best illustrates the importance of
   A) long-term potentiation.
   B) the serial position effect.
   C) automatic processing.
   D) implicit memory.
   E) the spacing effect.

34. During the course of a day, people may unconsciously encode the sequence of the day's events. This best illustrates
   A) the spacing effect.
   B) automatic processing.
   C) rosy retrospection.
   D) echoic memory.
   E) short term memory.
35. Superior memory for rap lyrics that include the most rhymes best illustrates the value of
   A) the next-in-line effect.
   B) the spacing effect.
   C) mood-congruent memory.
   D) the serial position effect.
   E) acoustic encoding.

36. One reason adults typically recall little of their first three years of life is that during
    infancy they were unable to verbally label most of their experiences. This best illustrates
    that the formation of long-term memories often requires
   A) automatic processing.
   B) implicit memory.
   C) acoustic encoding.
   D) source amnesia.
   E) semantic encoding.

37. Researchers asked university students to imagine certain childhood events, including a
    false event such as breaking a window with their hand. They discovered that
   A) events from the distant past are less vulnerable to memory distortion than more
      recent events.
   B) people can easily distinguish between their own true and false memories.
   C) hypnotic suggestion is an effective technique for accurate memory retrieval.
   D) it is surprisingly easy to lead people to construct false memories.
   E) college students are less likely to succumb to the misinformation effect.

38. Conscious memory of factual information is called ________ memory.
   A) proactive
   B) procedural
   C) explicit
   D) implicit
   E) iconic

39. The association of sadness with memories of negative life events contributes to
   A) the self-reference effect.
   B) retroactive interference.
   C) repression.
   D) source amnesia.
   E) mood-congruent memory.
40. 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.
Answer Key

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