1. 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) a clear memory of an emotionally significant event.

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

3. Some information in our fleeting _______ is encoded into short-term memory.
   A) repressed memory
   B) sensory memory
   C) flashbulb memory
   D) long-term memory

4. Your consciously activated but limited-capacity memory is called _______ memory.
   A) short-term
   B) implicit
   C) mood-congruent
   D) explicit

5. During her psychology test, Kelsey could not remember the meaning of the term proactive interference.
   Surprisingly, however, she accurately remembered that the term appeared on the fourth line of a left-hand page in her textbook. Her memory of this incidental information is best explained in terms of
   A) automatic processing.
   B) the spacing effect.
   C) imagination inflation.
   D) the serial position effect.

6. You are most likely to automatically encode information about
   A) politicians' names.
   B) friends' birthdays.
   C) new phone numbers.
   D) the sequence of your day's events.

7. In an effort to remember how to spell “rhinoceros,” Samantha spells the word aloud 30 times. She is using a technique known as
   A) rehearsal.
   B) the peg-word system.
   C) chunking.
   D) the serial position effect.

8. Priming is to retrieval as rehearsal is to
   A) encoding.
   B) chunking.
   C) imagery.
   D) automatic processing.
9. Jamille 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) chunking.
   D) automatic processing.

10. 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) imagination
    D) spacing

11. The day after Kirsten was introduced to 13 people at a business luncheon, she could recall the names of only the first 4 people to whom she had been introduced. Her effective recall of these particular names best illustrates the benefits of
    A) automatic processing.
    B) rehearsal.
    C) flashbulb memory.
    D) the peg-word system.

12. The fact that our preconceived ideas contribute to our ability to process new information best illustrates the importance of
    A) semantic encoding.
    B) retroactive interference.
    C) iconic memory.
    D) repression.

13. Superior memory for rap lyrics that include the most rhymes best illustrates the value of
    A) the spacing effect.
    B) mood-congruent memory.
    C) the serial position effect.
    D) acoustic encoding.

14. 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) imagery.
    D) iconic memory.

15. A mnemonic device is a
    A) sensory memory.
    B) test or measure of memory.
    C) technique for automatic processing.
    D) memory aid.

16. 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.
17. Using the mnemonic ROY G. BIV to remember the colors of the rainbow in the order of wavelength illustrates the use of
   A) rosy retrospection.
   B) an acronym.
   C) the spacing effect.
   D) the peg-word system.

18. A momentary sensory memory of visual stimuli is called _______ memory.
   A) echoic
   B) implicit
   C) iconic
   D) flashbulb

19. The address for obtaining tickets to a popular quiz show flashes on the TV screen, but the image disappears before Sergei has had a chance to write down the complete address. To his surprise, however, he has retained a momentary mental image of the five-digit zip code. His experience best illustrates _______ memory.
   A) iconic
   B) implicit
   C) echoic
   D) statedependent

20. 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) implicit
   D) echoic

21. Some of the information in our _______ memory is encoded into _______ memory.
   A) iconic; short-term
   B) short-term; sensory
   C) flashbulb; short-term
   D) long-term; iconic

22. “The Magical Number Seven, plus or minus two” refers to the storage capacity of _______ memory.
   A) short-term
   B) explicit
   C) flashbulb
   D) implicit

23. Which type of memory has an essentially unlimited capacity?
   A) echoic memory
   B) short-term memory
   C) long-term memory
   D) iconic memory

24. The increase in synaptic firing potential that contributes to memory formation is known as
   A) chunking.
   B) automatic processing.
   C) long-term potentiation.
   D) proactive interference.
25. Joshua vividly recalls his feelings and what he was doing at the exact moment when he heard of his grandfather's unexpected death. This best illustrates
   A) sensory memory.
   B) proactive interference.
   C) flashbulb memory.
   D) the serial position effect.

26. A flashbulb memory would typically be stored in ________ memory.
   A) iconic
   B) implicit
   C) echoic
   D) long-term

27. By shrinking the hippocampus, prolonged stress is most likely to inhibit the process of
   A) source misattribution.
   B) proactive interference.
   C) long-term memory formation.
   D) repression.

28. After having a stroke, Aaron has great difficulty recalling any of his subsequent life experiences. He is most likely suffering from
   A) long-term potentiation.
   B) repression.
   C) mood-congruent memory.
   D) amnesia.

29. A retention of skills and dispositions without conscious recollection is known as ________ memory.
   A) state-dependent
   B) flashbulb
   C) short-term
   D) implicit

30. Which memory test would most effectively reveal that Mr. Quintano, at age 55, still remembers many of his high school classmates?
   A) recall
   B) recognition
   C) rehearsal
   D) reconstruction

31. Words, events, places, and emotions that trigger our memory of the past are called
   A) retrieval cues.
   B) iconic traces.
   C) context effects.
   D) chunks.

32. When 80-year-old Ida looked at her old wedding pictures, she was flooded with vivid memories of her parents, her husband, and the early years of her marriage. The pictures served as powerful
   A) encoding devices.
   B) iconic memories.
   C) implicit memories.
   D) retrieval cues.
33. Hearing the word “rabbit” may lead people to spell the spoken word “hair” as “h-a-r-e.” This best illustrates the outcome of a process known as
   A) chunking.
   B) retroactive interference.
   C) repression.
   D) priming.

34. While in a context similar to one you've been in before, you see a stranger who looks and walks like one of your friends. These circumstances are likely to trigger the experience of
   A) déjà vu.
   B) implicit memory.
   C) rosy retrospection.
   D) proactive interference.

35. 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) state-dependent memory.

36. When Tony is in a bad mood, he interprets his parents' comments as criticisms. When he's in a good mood, he interprets the same types of parental comments as helpful suggestions. This best illustrates that our emotional states influence the process of
   A) source amnesia.
   B) encoding.
   C) repression.
   D) retrieval.

37. Whenever he feels sexually jealous, David is flooded with painful memories of instances when he thought his girlfriend was flirting with other men. David's experience best illustrates
   A) source misattribution.
   B) retroactive interference.
   C) mood-congruent memory.
   D) the misinformation effect.

38. The inability to recall which numbers on a telephone dial are not accompanied by letters is most likely due to
   A) encoding failure.
   B) the spacing effect.
   C) retroactive interference.
   D) source amnesia.

39. 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.

40. The famous Ebbinghaus forgetting curve indicates that how well we remember information depends on
   A) how long ago we learned that information.
   B) the nature of our mood during encoding and retrieval.
   C) whether the information is part of our implicit or explicit memory.
   D) whether the information was acoustically or visually encoded.
41. Judy is embarrassed because she momentarily fails to remember a good friend's name. Judy's poor memory most likely results from a failure in
A) storage.
B) encoding.
C) rehearsal.
D) retrieval.

42. 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) encoding failure.
B) statedependent memory.
C) retrieval failure.
D) repression.

43. 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) rosy retrospection.
C) source amnesia.
D) proactive interference.

44. 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) source amnesia.
B) retroactive interference.
C) proactive interference.
D) automatic processing.

45. Memory of your familiar old e-mail password may block the recall of your new password. This illustrates
A) source amnesia.
B) retroactive interference.
C) the serial position effect.
D) proactive interference.

46. Compulsive gamblers frequently recall losing less money than is actually the case. Their memory failure best illustrates
A) source amnesia.
B) proactive interference.
C) motivated forgetting.
D) the spacing effect.

47. A type of motivated forgetting in which anxiety-arousing memories are blocked from conscious awareness is known as
A) retroactive interference.
B) proactive interference.
C) repression.
D) priming.

48. Sigmund Freud emphasized that the forgetting of painful experiences is caused by a process that involves
A) retroactive interference.
B) memory decay.
C) retrieval failure.
D) long-term potentiation.
49. Research on memory construction indicates that memories of past experiences are likely to be
   A) difficult to retrieve but never completely lost.
   B) distorted by our current assumptions.
   C) much more vivid if they are seldom rehearsed.
   D) retrieved in the very same form and detail as they were originally encoded.

50. Loftus and Palmer asked two groups of observers how fast two cars had been going in a filmed traffic
    accident. Observers who heard the vividly descriptive word “smashed” in relation to the accident later
    recalled
   A) broken glass at the scene of the accident.
   B) that the drivers of the vehicles were intoxicated.
   C) that the drivers of the vehicles were males.
   D) the details of the accident with vivid accuracy.

51. Many of the experimental participants 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.

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

53. After attending group therapy sessions for adult survivors of childhood sexual abuse, Karen mistakenly
    remembered details from others' traumatic life stories as part of her own life history. This best illustrates
    the dangers of
   A) proactive interference.
   B) mood-congruent memory.
   C) implicit memory.
   D) source amnesia.

54. Police interrogators have been trained to ask less suggestive and more effective questions to avoid
    A) long-term potentiation.
    B) the misinformation effect.
    C) mood-congruent memory.
    D) the self-reference effect.

55. 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.
56. Which of the following techniques used by professional therapists is(are) likely to promote false memories in patients?
   A) hypnosis
   B) guided imagery
   C) dream analysis
   D) all of these techniques

57. When memory researcher Elizabeth Loftus was an adolescent, her uncle incorrectly insisted that as a child she had found her own mother's drowned body. Loftus herself later falsely recollected finding the body. This best illustrates
   A) proactive interference.
   B) implicit memory.
   C) the misinformation effect.
   D) mood-congruent memory.
Answer Key

1. C
2. C
3. B
4. A
5. A
6. D
7. A
8. A
9. A
10. A
11. B
12. A
13. D
14. C
15. D
16. B
17. B
18. C
19. A
20. D
21. A
22. A
23. C
24. C
25. C
26. D
27. C
28. D
29. D
30. B
31. A
32. D
33. D
34. A
35. D
36. B
37. C
38. A
39. A
40. A
41. D
42. C
43. D
44. B
45. B
46. C
47. C
48. C
49. B
50. A
51. D
52. A
53. D
54. B
55. B
56. D
57. C