1. The persistence of learning over time most clearly depends on
   A) the serial position effect.
   B) proactive interference.
   C) visual encoding.
   D) memory.

2. 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.

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

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

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

6. Automatic processing and effortful processing are two types of
   A) encoding.
   B) retrieval.
   C) interference.
   D) storage.

7. 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.

8. 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.
9. Ebbinghaus' 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.  

10. 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.  

11. 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  

12. Shortly after hearing a list of items, people tend to recall the last items in the list especially quickly and  
     accurately. This best illustrates  
     A) iconic memory.  
     B) the spacing effect.  
     C) implicit memory.  
     D) a recency effect.  

13. 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.  

14. Semantic encoding refers to the processing of  
     A) sounds.  
     B) meanings.  
     C) visual images.  
     D) unfamiliar units.  

15. 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.  

16. 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.
17. Elaine's memory of her Paris vacation is more positive today than it was last year just after she went. This best illustrates
A) the self-reference effect.
B) source amnesia.
C) rosy retrospection.
D) the spacing effect.

18. Visually associating five items needed from the grocery store with mental images of a bun, a shoe, a tree, a door, and a hive best illustrates the use of
A) the spacing effect.
B) implicit memory.
C) rosy retrospection.
D) the peg-word system.

19. 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.

20. Chess masters can recall the exact positions of most pieces after a brief glance at the game board. This ability is best explained in terms of
A) the spacing effect.
B) chunking.
C) the serial position effect.
D) mood-congruent memory.

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

22. 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) state-dependent

23. Explicit memory is to long-term memory as iconic memory is to ________ memory.
A) sensory
B) short-term
C) flashbulb
D) implicit

24. 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
25. “The Magical Number Seven, plus or minus two” refers to the storage capacity of ________ memory.
   A) short-term
   B) explicit
   C) flashbulb
   D) implicit

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

27. Research by Kandel and Schwartz on sea slugs indicates that memory formation is associated with the
   A) structure of DNA molecules.
   B) release of certain neurotransmitters.
   C) activity level of the hippocampus.
   D) development of the cerebellum.

28. 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.

29. Long-term potentiation is
   A) the elimination of anxiety-producing thoughts from conscious awareness.
   B) the disruptive effect of prior learning on recall of new information.
   C) the process of getting information out of memory.
   D) a neural basis for learning and memory.

30. Excitement or stress triggers our glands to produce stress hormones. This is most likely to facilitate
   A) repression.
   B) source amnesia.
   C) the spacing effect.
   D) long-term potentiation.

31. 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.

32. 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.
33. 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.

34. 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.

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

36. 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

37. The hippocampus plays a critical role in ______ memory.
   A) iconic
   B) explicit
   C) echoic
   D) implicit

38. The rear area of the ______ grows bigger the longer a London cab driver has been navigating the maze of city streets.
   A) thalamus
   B) amygdala
   C) hippocampus
   D) hypothalamus

39. Although Faustina can learn and remember how to read reversed mirror-image writing, she is unable to learn and remember the names of people to whom she has been introduced. Faustina is most likely to have suffered damage to her
   A) hypothalamus.
   B) brainstem.
   C) hippocampus.
   D) cerebellum.

40. 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
41. 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) state-dependent memory.
   D) infantile amnesia.

42. When an eyewitness to an auto accident is asked to describe what happened, which test of memory is being used?
   A) recognition
   B) rehearsal
   C) recall
   D) relearning

43. 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

44. 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.

45. 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.

46. Memories are primed by
   A) repression.
   B) retrieval cues.
   C) retroactive interference.
   D) source amnesia.

47. Watching a TV soap opera involving marital conflict and divorce led Andrea to recall several instances in which her husband had mistreated her. The effect of the TV program on Andrea's recall provides an example of
   A) the spacing effect.
   B) repression.
   C) the serial position effect.
   D) priming.

48. 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 our current mood.
   C) unconscious activation of particular associations in memory.
   D) eerie sense of having previously experienced a situation or event.
49. 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.

50. Mood-congruent memory refers to the effect of emotional states on the process of
A) encoding.
B) storage.
C) retrieval.
D) relearning.

51. 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.

52. 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.

53. A person who has trouble forgetting information, such as the Russian memory whiz S, often seems to have a limited capacity for
A) implicit memory.
B) explicit memory.
C) abstract thinking.
D) visual imagery.

54. In considering the seven sins of memory, misattribution is to the sin of ________ as blocking is to the sin of ________.
A) retroactive interference; proactive interference
B) distortion; forgetting
C) proactive interference; retroactive interference
D) intrusion; distortion

55. 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.

56. 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.
57. 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.

58. 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.

59. 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) state-dependent memory.
   C) retrieval failure.
   D) repression.

60. 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.

61. The disruptive effect of new learning on the recall of previously learned information is called
   A) repression.
   B) source amnesia.
   C) retroactive interference.
   D) infantile amnesia.

62. 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.

63. 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.

64. 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.
65. 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.

66. Our assumptions about the past 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.

67. 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.

68. 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.

69. 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) the self-reference effect.
   D) the misinformation effect.

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

71. The psychologist Jean Piaget constructed a vivid, detailed memory of a nursemaid's thwarting his kidnapping
    after hearing false reports of such an event. His experience best illustrates
   A) implicit memory.
   B) proactive interference.
   C) source amnesia.
   D) mood-congruent memory.
72. 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.

73. Research on memory construction indicates that
   A) recent events are more vulnerable to memory distortion than events from our more distant past.
   B) false memories often feel as real as true memories.
   C) hypnotic suggestion is a particularly effective technique for accurate memory retrieval.
   D) it is very difficult to lead people to construct memories of events that never happened.

74. Compared with false memories, true memories are more likely to
   A) persist over time.
   B) have emotional overtones.
   C) contain detailed information.
   D) be reported with confidence.

75. When asked how they felt 10 years ago regarding marijuana issues, people recalled attitudes closer to their current views than to those they actually reported a decade earlier. This best illustrates
   A) memory construction.
   B) proactive interference.
   C) the spacing effect.
   D) mood-congruent memory.

76. Which of the following poses the greatest threat to the credibility of children's recollections of sexual abuse?
   A) the serial position effect
   B) the spacing effect
   C) the misinformation effect
   D) long-term potentiation

77. 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.

78. People should avoid back-to-back study times for learning Spanish and French vocabulary in order to minimize
   A) the self-reference effect.
   B) long-term potentiation.
   C) mood-congruent memory.
   D) interference.
Answer Key

1. D
2. C
3. C
4. B
5. A
6. A
7. A
8. D
9. A
10. A
11. A
12. D
13. A
14. B
15. D
16. C
17. C
18. D
19. B
20. B
21. C
22. A
23. A
24. D
25. A
26. C
27. B
28. C
29. D
30. D
31. C
32. C
33. D
34. D
35. D
36. B
37. B
38. C
39. C
40. C
41. D
42. C
43. B
44. A
45. D
46. B
47. D
48. D
49. D
50. C
51. C
52. B
53. C
54. B
55. A
56. A
57. A
58. D
59. C
60. D
61. C
62. B
63. C
64. C
65. C
66. C
67. A
68. D
69. D
70. A
71. C
72. D
73. B
74. C
75. A
76. C
77. C
78. D