1. In the opening vignette, Jimmie was diagnosed with Korsakoff's syndrome, which is:
   A) a speech impediment due to damage to Broca's area
   B) amnesia due to chronic alcoholism
   C) visual impairment due to excessive levels of dopamine
   D) none of the above

2. According to the textbook, studies of individuals who have been neurologically impaired as well as scientific investigations of normal individuals suggest that memory is:
   A) composed of several systems
   B) dependent on the experiences of that individual and independent of cultural differences
   C) dependent on experiences and essentially independent of physiology
   D) is a single entity that requires consideration primarily of cultural differences and physiology

3. In order to return to mind an image or thought, one must have a _____, psychological model or mental model of the stimulus.
   A) schema
   B) mental representation
   C) veridical icon
   D) memory module

4. Compared to visual memory, olfactory memory is:
   A) more accurate
   B) more emotionally charged
   C) slower to develop
   D) all of the above

5. The information that is stored in a sensory mode is referred to as:
   A) modal-specific information
   B) a sensory representation
   C) an iconic representation
   D) a verbal representation

6. Information stored in words is referred to as:
   A) modal-specific information
   B) sensory representations
   C) linguistic representations
   D) verbal representations
7. In 1890, William James proposed a distinction between:
   A) short term and long term memory
   B) short term and working term memory
   C) primary and secondary memory
   D) ancillary and axillary memory

8. William James argued that _____ memory is immediate memory for information momentarily held in consciousness.
   A) secondary
   B) short term
   C) primary
   D) ancillary

9. William James argued that ________ memory is the vast store of information.
   A) primary
   B) secondary
   C) working
   D) axillary

10. The standard model of memory is predicated on the metaphor of the mind as a computer in which memory consists of three stores:
    A) primary memory; secondary memory; ancillary memory
    B) sensory register; short-term memory; long-term memory
    C) iconic memory; echoic memory; motoric memory
    D) visual memory; verbal memory; spatial memory

11. After a stimulus disappears, the visual sensory registers hold information for which ONE of the following?
    A) 0.5 to 2 seconds
    B) 1 to 2 seconds
    C) 2 to 5 seconds
    D) a fraction of a second

12. The term that describes the visual sensory register is:
    A) echoic storage
    B) motoric storage
    C) iconic storage
    D) hepatic storage

13. The term that describes the auditory sensory register is:
    A) echoic storage
    B) motoric storage
    C) iconic storage
    D) aural storage
14. What is the normal range of information people can hold in short-term memory?
   A) three to five items
   B) five to nine items
   C) seven to ten items
   D) eight to twelve items

15. The first person to note the seven-item limit on STM is:
   A) Hermann Ebbinghaus
   B) Michael Orlacchio
   C) Aristotle
   D) Thomas Ellis

16. Short-term memory is thought to be important for memory being able to make its way to long-term memory. Which of the following have been found to be true of STM?
   A) maximum duration is about 20-30 seconds
   B) its capacity is limited to a maximum of about nine items
   C) STM memory is thought to be neurologically based since its limits are similar across cultures
   D) all of the above are true of STM

17. While trying to remember the phone number 555-0369, I notice that the prefix code repeats itself and that there is a mathematical lawfulness to the last four numbers. I notice this while rehearsing the information. This is an example of:
   A) elaborative rehearsal
   B) sensory rehearsal
   C) maintenance rehearsal
   D) mnemonic rehearsal

18. Memory for facts, mages, thoughts, feelings, skills, and experiences that may last as long as a lifetime is known as
   A) elaborative memory
   B) short term memory
   C) long term memory
   D) sensory memory

19. Which of the following is true of long term memory?
   A) It is enduring.
   B) It is virtually limitless.
   C) It is more difficult to access than short term memory.
   D) All of the above.
20. On a particular dreary weekend day, I am sitting at home watching a sappy love movie. Following the movie, I try to remember all the people in my past that I truly loved. This would be an example of:

A) memory consolidation  
B) priming task  
C) recognition task  
D) free-recall task

21. At the grocery store I forget a number of things that were on a list that I was mentally trying to remember. I left the actual list at home. When I look at the list when I get home, I notice that I forgot all the things that were in the center of the list. The items at the beginning and end of the list I purchased. This is to be expected considering:

A) priming is not the greatest way to remember things  
B) the serial position effect  
C) recognition tasks are less than perfect  
D) the random nature of free-recall tasks

22. In the modern view, memory consists of modules which:

A) are interdependent  
B) operate simultaneously  
C) operate in parallel  
D) all of the above

23. Working memory refers to the:

A) memory for facts, images, thoughts, feelings, skills, experiences that may last as long as a lifetime  
B) memory specifically dedicated to working with facts, events, or information that can be consciously stated  
C) memory that is expressed in behavior, acquired through conditioning, and that reflects associations between one representation and another  
D) temporary storage and processing of information that can be used to solve problems, respond to environmental demands, or achieve goals

24. Working memory is composed of:

A) short term and long term memory  
B) a visual memory store, a verbal memory store, and a central executive  
C) a serial processing executive, a parallel processing executive, and a decision making mechanism  
D) rehearsal, recall, and recognition

25. Visuospatial sketchpads:

A) hold information for only 20-30 seconds  
B) contain the location and nature of the objects that exist in the environment  
C) allow mental images to be rotated  
D) all of the above
26. I am required to remember five words: pop, mop, top, cop, and hop. I can easily do so if I make use of their sound or:
   A) phonology
   B) semantics
   C) syntax
   D) linguistic nature

27. In terms of neuropsychology, working memory appears to be ‘directed’ by the _____, a region of the brain believed to be involved in high-level cognitive functions.
   A) somatosensory cortex
   B) thalamus
   C) prefrontal cortex
   D) corpus callosum

28. Which of the following supports the notion that working memory and long-term memory are intertwined?
   A) The memory of an item in working memory can be used to cue the memory of an item stored in LTM.
   B) Words are more easily remembered than nonsense syllables after a brief delay.
   C) Grouping information into larger units enhances memory.
   D) All of the above

29. The process of organizing information into small, meaningful bits to aid memory) is an known as:
   A) priming
   B) memory categorization
   C) familiarization effects
   D) chunking

30. The idea that the string of letters (CBSNBCFOXABC) can easily be remembered because they stand for the four major television networks (CBS, NBC, FOX, ABC) is an example of:
   A) priming
   B) memory categorization
   C) familiarization effects
   D) chunking

31. Declarative memory refers to:
   A) memory for facts and events
   B) how-to knowledge of procedures
   C) verbal storage representation
   D) chunking of information in STM
32. Procedural memory refers to:
   A) chunking information in working memory
   B) memory for facts and events
   C) verbal storage representations
   D) how-to knowledge

33. Semantic memory refers to __________ whereas episodic memory refers to
   A) chunking and working memory
   B) memory for facts memory for how to do things
   C) unconscious memory and conscious memory
   D) general world knowledge and memories of events

34. Because of _____ memory, it does seem to be true that once you learn to ride a bike you
   never forget.
   A) declarative
   B) procedural
   C) priming
   D) semantic

35. Elephants are renowned for being able to store memories of paths to food or water for
   years and years. In other words, elephants have very good
   A) iconic memory
   B) procedural memory
   C) episodic memory
   D) working memory

36. On July 30, 1965, Michael K. Russell was born in the town of Southbridge, Massachusetts. This is an example of:
   A) semantic memory
   B) procedural memory
   C) episodic memory
   D) recognition memory

37. As I sit here, I simply try to remember the names of the students who are enrolled in my
   AP Psychology class. I am making use of:
   A) explicit memory
   B) implicit memory
   C) iconic memory
   D) semantic memory

38. Which memory is expressed in behavior but does not require conscious recollection?
   A) implicit
   B) explicit
   C) semantic
   D) deductive
39. Which memory involves the conscious retrieval of information?
   A) implicit
   B) explicit
   C) short-term
   D) working

40. Susan knows how to punt a football, but she can't easily explain how to do it. This kind of knowledge is called
   A) implicit
   B) episodic
   C) semantic
   D) iconic

41. Being as old as I am, driving a car or riding a bike only requires:
   A) explicit memory
   B) implicit memory
   C) both a and b
   D) neither a nor b

42. Every Sunday, I try to complete the crossword puzzle in the TV guide. This task requires:
   A) explicit memory
   B) implicit memory
   C) both a and b
   D) neither a nor b

43. The experience in which you are unable to recall information from memory although you know that you know the information is called
   A) memory consolidation
   B) explicit memory
   C) tip of the tongue phenomenon
   D) working memory

44. I can't remember the name of a student so I look at it on the class roster. As soon as I see it, I remember it. This is an example of:
   A) memory consolidation
   B) a priming task
   C) a recognition task
   D) a free-recall task

45. Essay exams require ______ memory.
   A) primary
   B) episodic
   C) recall
   D) semantic
46. You are stuck trying to remember a piece of information. It is the name of the person who first discovered the 7-item limit to STM. You are drawing a blank until I tell you that his last name begins with a vowel. Exposure to that piece of information allows you to retrieve the answer and is referred to as:
   A) semantic charging
   B) priming
   C) split chunking
   D) partial chunking

47. The phenomenon in which the processing of specific information is facilitated by prior exposure to the same or similar information is known as
   A) secondary stimuli
   B) recognition memory
   C) episodic memory
   D) priming

48. Multiple choice exams require _____ memory.
   A) secondary
   B) procedural
   C) episodic
   D) recognition

49. Destruction of the _____ has been found to affect explicit memory but not implicit memory.
   A) hippocampus
   B) amygdala
   C) frontal lobes
   D) somatosensory cortex

50. The _____ plays a significant role in the recollection of emotionally charged events, such as the feeling that accompanies knowing that a sound is associated with a shock.
   A) hippocampus
   B) amygdala
   C) thalamus
   D) tectum

51. If the frontal lobes are damaged, which of the following is likely to occur?
   A) retrieval of semantic knowledge will be impaired
   B) episodic memory will be intact
   C) the individual will have difficulty remembering the order of events in their lives
   D) the individual will remain capable of distinguishing true and false memories
52. In what way(s) is/are memory in the laboratory different from memory in daily life?
   A) the information in daily life is meaningful and emotionally significant while not so in the laboratory
   B) unlike in the laboratory, in daily life, the context for retrieval is sometimes a future point in time
   C) the information in the laboratory has little intrinsic meaning
   D) all of the above

53. According to the textbook, memory, like all psychological processes, has a purpose, to achieve some goal. Therefore, memory should be considered:
   A) functional
   B) an algorithm
   C) isomorphic
   D) a heuristic

54. A study that looked at memory for stereotypically male or female shopping lists found that:
   A) as many would predict, women were better at remembering the grocery list; men the hardware list
   B) women remembered the hardware list better and men remembered the grocery list better because of the novelty effect
   C) men and women remembered both lists equally well
   D) women remembered both lists better than men did

55. According to your textbook, the part of the brain that is activated by everyday memories such as knowledge of local streets is the
   A) hypothalamus
   B) limbic system
   C) visuoauditor cortex
   D) hippocampus

56. If I try to remember what I had for dinner last night, as well as what I did last night after dinner, I am making use of:
   A) hindsight memory
   B) prospective memory
   C) recursive memory
   D) retrospective memory

57. Prospective memory involves:
   A) remembering what to remember
   B) remembering to remember
   C) remembering when to remember
   D) all of the above
58. Retrospective memory involves:
   A) memory for sounds and smells
   B) memory for everyday events
   C) functional memory
   D) memory for things from the past

59. I am trying to remember what day next week I have an appointment with my dentist. I am using:
   A) hindsight memory
   B) prospective memory
   C) recursive memory
   D) retrospective memory

60. The deepest level of processing of memory is the _____ level.
   A) structural
   B) phonemic
   C) semantic
   D) episodic

61. For information to be retrievable from memory it must be
   A) adaptive
   B) phonemic
   C) encoded
   D) episodic

62. Which is a level or depth of processing?
   A) semantic
   B) phonemic
   C) structural
   D) all of the above

63. Generally speaking, which was originally thought to be true about the level of processing?
   A) Deeper processing is always better.
   B) The less processing, the less complicated the structure, and thus less is better.
   C) An intermediate amount of processing is optimal since it is neither underdone nor overdone.
   D) all of the above were originally believed to be true about the level of processing

64. You can be expected to retrieve less information, and thus perform less well, on an exam if the exam is not given in the same classroom as where the information was learned. This exemplifies the importance of _____, a factor well known to influence retrieval.
   A) familiarity
   B) emotional state
   C) context
   D) encoding specificity
65. When studying for exams, students often make use of cramming. The more scientific name for cramming is:
   A) focused rehearsal  
   B) condensed rehearsal  
   C) massed rehearsal  
   D) non-distributed rehearsal

66. Cramming for exams is a violation of the _____.
   A) specificity principle
   B) retrieval principle
   C) spacing effect
   D) mnemonic principle

67. Bob's section of Psychology has two exams (a mid-term and a final). Susan's section of Psychology has 5 exams (one every three weeks). Susan is resentful, because she would rather cram right before a mid-term and final exam than have to keep up and study more often. All else being equal, you know that
   A) Bob will do better because he can process the information better over a longer interval between exams
   B) Bob will do better, because he gets more practice at cramming efficiently
   C) Susan will know more material after the course ends because of studying repeatedly over time
   D) Susan will do better because her attitude toward the class will motivate her to study

68. In a study involving the Bahrick family trying to learn 300 foreign language vocabulary words, the best way to learn the information was found to be:
   A) 13 training sessions at intervals of 56 days apart
   B) 26 sessions at 14 day intervals
   C) approximately 1 session per month
   D) none of the above

69. SQ3R (survey, question, read, recite, and review) is a mnemonic device developed to help students study textbook information. It is effective because it promotes:
   A) mass rehearsal rather than spacing while studying
   B) active rather than passive learning while reading
   C) method of loci rather than the peg method of memorization
   D) structural rather than semantic processing of information

70. Why are mnemonics effective?
   A) they use vivid recall cues to connect new information with information already stored in long term memory
   B) they encode information in the same environment in which it will be retrieved
   C) they organize information in the sensory register, which leads to better retrieval
   D) they enhance memory capacity by enlarging representational fields
71. In order to remember all the errands he needed to do after classes, Bob imagined the dry cleaning heaped atop his television, a loaf of bread hanging where the remote control normally was, and bills sticking out of the VCR. This is an example of
   A) the method of loci
   B) a semantic scenario
   C) SQ3R
   D) the peg method

72. During a conversation with an old friend, you happen to mention watching the television show "Saved by the Bell" as a child. Recalling this show leads you to remember several other television shows from your youth, although you had not thought of those shows for a very long time. This is an example of
   A) networks of association, which are clusters of interconnected information
   B) tip of the tongue
   C) memory formation, which is most effective in childhood and becomes progressively less effective as the memory stores fill
   D) priming, which is when one memory dominates short-term memory stores

73. According to William James, networks of association are:
   A) clusters of interconnected information
   B) the result of real and false memories
   C) the combination of recent memories and long term knowledge
   D) a useless concept in understanding how it is that we encode, store, and retrieve information

74. A node is:
   A) a concentration of concepts
   B) the pathway that information retrieval follows from long-term memory
   C) a piece of information in a network of associations
   D) a memory “bump”

75. Which is the appropriate metaphor when considering the relationships among nodes?
   A) nodes are like cities connected by roads
   B) nodes are established and maintained in hierarchical fashion
   C) nodes are best considered in terms of a 1-dimensional plane, such as a 1-way train or subway route
   D) all of the above
76. Thinking about your favorite chemistry professor may cause you to think about chemicals, which may remind you of drugs, which may remind you of aspirin, which may remind you of headaches. Although your chemistry professor does not cause you to have headaches, the connection between related information that led to the pairing is called
   A) operant conditioning
   B) spreading activation theory
   C) passive memory
   D) a lucky coincidence

77. Information that is seen often is easier to recall than information that is rarely used. This is because
   A) recently activated information involves more space in the brain
   B) information is arranged synaptically
   C) neural networks that are used repeatedly retain and strengthen their connections
   D) broad categories are hierarchically, while smaller categories are organized chronologically

78. The filing cabinet metaphor of memory suggests that information in the brain is filed
   A) hierarchically
   B) intrinsically
   C) logistically
   D) haphazardly

79. The observation that memory for stories tends not to be literally exact but to be the ‘gist’ of the story supports a/an _____ theory of memory.
   A) schema
   B) spreading activation
   C) item association
   D) photographic

80. Memory based on schemas is an alternative to the notion that memories are based on associations. Which of the following are thought to describe schemas?
   A) schema theories argue that memory involves the reconstruction of the past
   B) schemas influence the information people encode
   C) schemas shape the way data are reconstructed
   D) all of the above
81. In a study of everyday memory in your textbook, researchers placed college student subjects in a “graduate school office” for a brief period of time, then asked them to recall what they saw in the office. The fact that the subjects “recalled seeing” things that were not actually there suggests that
   A) personal interests influence what a person tends to remember
   B) demand characteristics can influence memory of everyday events
   C) eyewitness testimony is usually reliable
   D) people use schemas when recalling memories

82. A problem with schemas is that they may:
   A) misclassify information
   B) result in people believing they have seen things they have not
   C) result in people failing to notice things that might be important
   D) all of the above

83. Which of the following is one of the seven sins of memory?
   A) transience
   B) absent-mindedness
   C) misattribution
   D) all of the above

84. Of all the “sins” of memory presented in the textbook, the authors of your textbook report that the “cardinal sin” of memory is:
   A) transience
   B) forgetting
   C) bias
   D) persistence

85. The person associated with the empirical investigation of forgetting and who discovered the forgetting curve is:
   A) Hermann Ebbinghaus
   B) Richard Ellis
   C) Michael Orlacchio
   D) Ronnie Worden

86. The forgetting curve reveals that:
   A) a vast amount of information is lost in a short period of time
   B) information is lost gradually over time and at a rate equivalent to that of learning
   C) most information is held onto for a long period of time and afterwards it is gradually lost
   D) individual differences are the best explanation of the rate at which forgetting occurs
87. During an advising session, I ask you for your grades. Which grade are you least likely to remember?
   A) A
   B) B
   C) C
   D) D

88. If I ask where you were and what you were doing when you heard the World Trade Towers in New York City and the Pentagon in Washington were attacked by terrorists, I am asking about _____ memory.
   A) vivid
   B) flashbulb
   C) emotional
   D) catatonic

89. Long term memory can be affected by
   A) emotional factors
   B) reconstructions of the memory
   C) frequency of activating the memory
   D) all of the above

90. I show two groups of people a picture. Later, I ask one group, “Did you see the orange on the table?” I ask the second group, “Did you see an orange on the table?” There was no orange on the table. What will I get?
   A) the same response, both saying “Yes”
   B) the same response, both saying “No”
   C) the members of the first group will be more likely to say “Yes” while the members of the second group will be more likely to say “No”
   D) the members of the first group will be more likely to say “No” while the members of the second group will be more likely to say “Yes”

91. Cahill et al. (1974) attempted to determine the relationship between the nervous system and emotional memory. Two groups were shown slides of a boy leaving school. One group had an unemotional storyline while the other group was told that the boy was in an accident and had his legs severed. Which drug did Cahill and colleagues find to be important in emotional memory?
   A) adrenalin
   B) dopamine
   C) substance P
   D) serotonin
92. Which theory argues that forgetting is a result of a fading memory trace due to neurophysiological changes associated with disuse.
   A) decay
   B) interference
   C) motivated forgetting
   D) inhibition

93. The idea that forgetting occurs because of the intrusion of similar memories on each other is referred to as:
   A) decay
   B) misallocation
   C) motivated forgetting
   D) interference

94. According to the textbook, forgetting can be due to _____.
   A) proactive interference
   B) retroactive interference
   C) decay
   D) all of the above

95. For some bizarre reason, a student of mine kept calling me the name of a teacher he had the year before. This would best be considered an example of:
   A) partial amnesia
   B) selective amnesia
   C) proactive interference
   D) retroactive interference

96. Learning the names of my new students has made it very difficult for me to remember the names of my students from last semester. This is best considered an example of:
   A) partial amnesia
   B) forgetting
   C) retroactive interference
   D) proactive interference

97. I knew I was being a jerk to my old girlfriend and I try not to remember the things I did and said. This would be an example of:
   A) motivated forgetting
   B) selective amnesia
   C) proactive interference
   D) retroactive interference
98. In a study conducted with college students, one false memory was included with several real memories. About _____ of participants thought the false memory to be true, to have really happened to them.
    A) 5-10%
    B) 15-25%
    C) 30-35%
    D) 45-55%

99. You are sitting at a family reunion and one of your relatives is trying to get you to believe you experienced an event that did not truly happen. Assuming all of the following events are false, which one of the following are you LEAST likely to accept as being true?
    A) getting lost at an amusement park
    B) having a pet rabbit
    C) having a tooth drilled by the dentist
    D) having a toy break

100. With regard to memories of sexual abuse, which is true?
    A) 38% of the victims known to have been abused had no memory of the event
    B) victims may have gaps of months or years in their memories
    C) victims are more likely to interpret an ambiguous situation as one of abuse
    D) all of the above