

Chapter 7 - Memory and Cognition

Extra Credit Study Guide - Complete this and place at the end of your chapter 7 notes in order to earn 10 points extra credit.

- 1) Which of the following is a major objection to the "video recorder" theory of memory?
 - A) Memories are never accurate.
 - B) Unlike a video recorder, memory takes in and stores an enormous quantity of information from all the senses, not just vision.
 - C) Unlike a tape-recorded video memory, human memory cannot be edited and changed at a later time.
 - D) Memories do not degrade.
 - E) Like perception, memory is an interpretation of experience.
- 2) Which of the following are the three essential tasks of memory?
 - A) eidetic imagery, short-term memory, and recall
 - B) encoding, storage, and retrieval
 - C) sensory, working, and long-term
 - D) recall, recognition, and relearning
 - E) remembering, forgetting, and repressing
- 3) When you get a new cat, you will note her unique markings, so that you can remember what she looks like in comparison with other cats in the neighborhood. What would a cognitive psychologist call this process of identifying the distinctive features of your cat?
 - A) recollection
 - B) retrieval
 - C) storage
 - D) encoding
 - E) eidetic imagery
- 4) Which one of the following memory systems reconstructs material during retrieval?
 - A) human memory
 - B) eidetic memory
 - C) information recorded in a book
 - D) computer memory
 - E) video recorder memory
- 5) Which part of memory has the smallest capacity? (That is, which part of memory is considered the "bottleneck" in the memory system?)
 - A) implicit memory
 - B) long-term memory
 - C) working memory
 - D) sensory memory
 - E) explicit memory
- 6) Which part of long-term memory stores autobiographical information?
 - A) episodic memory
 - B) semantic memory
 - C) procedural memory
 - D) recognition memory
 - E) eidetic memory
- 7) In order to get material into permanent storage, it must be made meaningful while it is in
 - A) long-term memory.
 - B) sensory memory.
 - C) working memory.
 - D) immediate memory.
 - E) recall memory.
- 8) As you study the vocabulary in this book, which method would result in the deepest level of processing?
 - A) marking each term with a highlighter each time it occurs in a sentence in the text
 - B) learning the definition given in the marginal glossary
 - C) having a friend read a definition, with you having to identify the term in question form, as on the TV show *Jeopardy!*
 - D) thinking of an example of each term
 - E) glossing over it, knowing you will see it later

- 9) As the information in this book passes from one stage of your memory to the next, the information becomes more
- A) meaningful.
 - B) accurate.
 - C) important.
 - D) astute.
 - E) interesting.
- 10) Remembering names is usually harder than remembering faces because names require _____, while faces require _____.
- A) encoding; retrieval
 - B) recall; recognition
 - C) declarative memory; procedural memory
 - D) short-term memory; long-term memory
 - E) storage; recall
- 11) At a high school class reunion you are likely to experience a flood of memories that would be unlikely to come to mind under other circumstances. What memory process explains this?
- A) the TOT phenomenon
 - B) implicit memory
 - C) retrograde amnesia
 - D) anterograde amnesia
 - E) encoding specificity
- 12) A person experiencing the TOT phenomenon is unable to _____ a specific word.
- A) recall
 - B) store
 - C) learn
 - D) encode
 - E) recognize
- 13) An implicit memory may be activated by priming, and an explicit memory may be activated by a recognizable stimulus. In either case, a psychologist would say that these memories are being
- A) recalled.
 - B) stored.
 - C) cued.
 - D) chunked.
 - E) learned.
- 14) Which one of the following statements best describes forgetting, as characterized by Ebbinghaus's forgetting curve?
- A) Ebbinghaus's method of relearning showed that we never really forget.
 - B) We forget at a constant rate.
 - C) We forget slowly at first and then more rapidly as time goes on.
 - D) We forget rapidly at first and then more slowly as time goes on.
 - E) We never forget.
- 15) Which kind of forgetting is involved when the sociology I studied yesterday makes it more difficult to learn and remember the psychology I am studying today?
- A) heuristics
 - B) retroactive interference
 - C) decay
 - D) retrieval failure
 - E) proactive interference
- 16) What is the term for the controversial notion that memories can be blocked off in the unconscious, where they may cause physical and mental problems?
- A) transience
 - B) persistence
 - C) absent-mindedness
 - D) repression
 - E) interference
- 17) Which one of the seven "sins" of memory is disputed by those who believe that memories of childhood abuse can, in many cases, be recovered during adulthood?
- A) absent-mindedness
 - B) decay
 - C) persistence
 - D) transience
 - E) suggestibility
- 18) Which one of the "sins" of memory probably helps us avoid dangerous situations we have encountered before?
- A) misattribution
 - B) absent-mindedness
 - C) suggestibility
 - D) bias
 - E) persistence

- 19) Noam Chomsky has presented evidence supporting his theory that
- children learn language by imitating their parents.
 - different languages may have entirely different rules of grammar.
 - vocabulary is innate, but grammar is learned.
 - grammar interferes with a child's ability to learn languages.
 - children are born with some rules of grammar programmed into their brains.
- 20) A child's acquisition of grammar first becomes apparent at
- the one-word stage.
 - the two-word stage.
 - adolescence.
 - the concrete operational stage.
 - the babbling stage.
- 21) Which psychologist believes that all people are born with a Language acquisition Device?
- Whorf
 - Lennenburg
 - chomsky
 - Skinner
 - Freud
- 22) A dictionary definition would be an example of
- a natural concept.
 - a concrete concept.
 - an artificial concept.
 - a core concept.
 - an abstract concept.
- 23) Knowing how to check out a book at the library is an example of
- an event-related potential.
 - a cognitive map.
 - an artificial concept.
 - a script.
 - a natural concept.
- 24) What is the first step in problem solving?
- avoiding pitfalls
 - developing algorithms
 - identifying the problem
 - searching for analogies
 - selecting a strategy
- 25) A math problem calls for finding the area of a triangle. You know the formula, so you multiply $1/2$ the base times the height. You have used
- an algorithm.
 - functional fixedness.
 - an analogy.
 - a heuristic.
 - intuition.
- 26) Good problem solvers often use "tricks of the trade" or "rules of thumb" known as
- deductive reasoning.
 - algorithms.
 - scripts.
 - heuristics.
 - trial and error.
- 27) Which one of the following would be an example of confirmation bias at work?
- Bill buys a new RV, even though his wife was opposed to the purchase.
 - Frank buys a lottery ticket because he read about a lotto winner.
 - Aaron agrees with Joel's taste in music.
 - Mary ignores negative information about her favorite political candidate.
 - Natasha refuses to eat a food she dislikes.
- 28) List the three basic tasks of memory.
- 29) Who is most likely to have a photographic memory? How does this skill seem to decline and what is its scientific name?
- 30) Name the three memory stages that contribute to memory formation.
- 31) What is the capacity of working memory? Give a real-life example that is consistent with this number.
- 32) Explain the difference between the two forms of rehearsal.
- 33) Briefly define and give an example of the two types of declarative memory.
- 34) Differentiate difference between anterograde and retrograde amnesia.

- 35) Define flashbulb memory, providing an example and briefly explaining the validity of this type of memory.
- 36) How do implicit and explicit memory differ?
- 37) Explain how mood congruent memories occur.
- 38) Briefly explain the difference between proactive and retroactive interference.
- 39) What is the name given to the smallest unit of meaning in language.
- 40) Ronald just moved into a new apartment and has no holiday ornament, and little money to buy them, so he leaves his holiday tree bare. He does not see that he can decorate his Christmas tree with some paper ornaments that he makes himself or with trinkets from around the house. Ronald is victim to what obstacle?