

## Memory Quiz

1. The word used to describe how information gets into the memory system is
  - A) retrieval.
  - B) encoding
  - C) recall
  - D) displacement
  - E) recognition
2. Often, memories appear to be available but not accessible, as in
  - A) the tip-of-the-tongue phenomenon.
  - B) sensory memory failure.
  - C) the cocktail party effect.
  - D) the primacy effect.
  - E) flashbulb memories.
3. An area of the brain of particular importance for long term memories is the
  - A) hypothalamus
  - B) hippocampus.
  - C) parietal lobe.
  - D) thalamus.
  - E) medulla.
4. Which of the following would be considered a semantic memory?
  - A) your first car
  - B) the sixteenth president
  - C) your third job
  - D) how to ride a bike
  - E) the accident you saw three weeks ago
5. A person's recollections about his or her last birthday are stored in his or her
  - A) short-term memory
  - B) semantic memory
  - C) episodic memory
  - D) retroactive memory
  - E) procedural memory

6. A brain-injured patient who can still execute a perfect golf swing or a high dive but is unable to recall or relearn even the broad outlines of American history is superior in

- A) procedural memory.
- B) eidetic memory.
- C) semantic memory.
- D) factual memory.
- E) episodic memory.

7. Let's say you have a friend, Harriet, who is having trouble memorizing information for an anatomy class. From the biological perspective, the most helpful thing you could do to help her understand why she is having difficulties would be to explain \_\_\_\_\_ to her.

- A) repression
- B) the tip-of-the-tongue phenomenon
- C) long-term potentiation
- D) nondeclarative memories
- E) mnemonic devices

8. When playing a new video game, Jeff presses the wrong button to attack because of his previous experiences with another game. This is an example of

- A) repression
- B) source amnesia
- C) memory reconstruction
- D) retroactive interference
- E) proactive interference

9. When new learning disrupts the ability to recall past, stored information, \_\_\_\_\_ has been said to occur.

- A) proactive interference
- B) disinhibition
- C) retrograde amnesia
- D) retroactive interference
- E) anterograde amnesia

10. The kind of memory that lasts for only a split second is

- A) long-term memory.
- B) short-term memory.
- C) eidetic memory.
- D) implicit memory.
- E) sensory memory.

11. Remembering the first and last items of a list better than items in the middle is due to

- A) the tip-of-the-tongue phenomenon.
- B) redintegration.
- C) the serial position effect.
- D) the pseudo-memory effect.
- E) semantic network theory.

12. A mail clerk was asked to rearrange mailboxes in a student dormitory and later experiences difficulty when returning to her usual job of sorting the mail. This illustrates

- A) retroactive interference.
- B) proactive interference.
- C) relearning.
- D) anterograde amnesia
- E) memory decay.

13. An intelligence test for adults frequently has a general knowledge section which tests for

- A) episodic memory.
- B) echoic memory.
- C) procedural memory.
- D) semantic memory.
- E) implicit memory.

14. Essay questions tend to be more difficult than multiple choice because with an essay question,

- A) there are more cues to stimulate memory.
- B) recall is required rather than recognition.
- C) there is more proactive inhibition.
- D) there is more interference possible.
- E) eidetic memory is required.

15. Johnny wrote a grocery list of 9 items, but he forgot to bring it with him to the store. The order of the items on the list were apples, oranges, broccoli, flour, bananas, eggs, milk, potatoes, and carrots. According to the serial position effect, which of the following is Johnny most likely to still remember when he arrives at the store?

- A) apples, oranges, carrots
- B) flour, bananas, eggs
- C) milk, potatoes, carrots
- D) apples, flour, potatoes
- E) broccoli, eggs, carrots

## Answer Key

1. B
2. A
3. B
4. B
5. C
6. A
7. C
8. E
9. D
10. E
11. C
12. A
13. D
14. B
15. A