

1. The process of getting information into memory is called:
 - a. storage.
 - b. chunking.
 - c. encoding.
 - d. retrieval.
2. *Before answering the question, summarize each of the answer choice terms.*
The relatively permanent and limitless storehouse of the memory system is called ____ memory.
 - a. sensory _____
 - b. long-term _____
 - c. flashbulb _____
 - d. short-term _____
3. During the course of a day, people may unconsciously encode the sequence(timing) of the day's events. This best illustrates:
 - a. the spacing effect.
 - b. automatic processing.
 - c. the next-in-line effect.
 - d. effortful processing.

What two other items are unconsciously encoded? _____

4. On the telephone, Dominic rattles off a list of 10 grocery items for Kim to bring home from the store. Immediately after hearing the list, Kim attempts to write down the items. She is most likely to forget the items:
 - a. at the beginning of the list.
 - b. at the end of the list.
 - c. in the middle of the list.
 - d. at the beginning and in the end of the list.

The phenomenon described in this question is _____.

5. *Before answering the question, summarize each of the answer choice terms.*
Tim, a third-grader, learns the sentence "George Eats Old Gray Rats And Paints Houses Yellow" to help him remember the spelling of "geography." Tim is using:
 - a. a mnemonic device. _____
 - b. the peg-word method. _____
 - c. the method of loci. _____
 - d. the next-in-line effect. _____

6. Our immediate short-term memory for new material is limited to roughly _____ bits of information.
 - a. 3
 - b. 7
 - c. 12
 - d. 24

How can more information be stored in your short-term memory?

How is *working memory* different than short-term memory?

7. What is the difference between *explicit* and *implicit* memory?

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- a. List a type of explicit memory _____
 - b. List a type of implicit memory _____

8. An eyewitness to a grocery store robbery is asked to identify the suspects in a police lineup. Which test of memory is being utilized?

- a. recall
- b. relearning
- c. recognition
- d. reconstruction

9. The smell of freshly baked bread awakened in Mr. Hutz vivid memories of his early childhood. The aroma apparently acted as a powerful:

- a. echoic memory.
- b. retrieval cue.
- c. implicit memory.
- d. spacing effect.

10. Information learned while a person is _____ is best recalled when that person is _____.

- a. Sad; happy
- b. Drunk; sober
- c. angry; calm
- d. tired; tired

What memory principle is being described in this question? _____

Explain the difference between *state-dependent memory* and *mood-congruent memory*. _____

11. When Jake applied for a driver's license, he was embarrassed by a momentary inability to remember his address. Jake's memory difficulty most likely resulted from a(n) _____ failure.

- a. storage
- b. encoding
- c. retrieval
- d. automatic processing

12. *Before answering the question, summarize each of the answer choice terms.*

After studying biology all afternoon, Alan is having difficulty remembering details of the Civil War that he memorized that morning. Alan's difficulty best illustrates:

- a. retroactive interference.

b. _____

c. _____

d. _____

13. We use the term Hispanic to refer to a category of people, we are using this word as a(n):

- a. algorithm.
- b. prototype.
- c. heuristic.
- d. concept.

14. When someone mentions Big Ten colleges, Trisha immediately thinks of The Ohio State University. In this instance, The Ohio State University is a:

- a. schema.
- b. concept.
- c. prototype.
- d. mental set.

15. *Before answering the question, summarize each of the answer choice terms.*

A logical, methodical step-by-step procedure for solving problems is called:

- a. heuristic. _____
- b. fixation. _____
- c. insight. _____
- d. algorithm. _____

16. *Before answering the question, summarize each of the answer choice terms.*

Because Ken is 6'6", people often mistakenly assume that he must be a member of his college's basketball team.

This mistaken judgment best illustrates the impact of:

- a. confirmation bias. _____
- b. the belief perseverance. _____
- c. the representativeness heuristic. _____
- d. the availability heuristic. _____

17. Explain the concept of *framing*.

Give a real-life example (other than ones given in class).

18. In the words "lightly," "neatly," and "shortly," the "ly" ending is a(n):

- a. Algorithm.
- b. Phoneme.
- c. Morpheme.
- d. Prototype.

19. A European visitor to the United States asked a taxi driver, "Can you please a ride to the airport me give?" This visitor has apparently not yet mastered the _____ of the English language.

- a. Phonemes.
- b. Syntax.
- c. Semantics.
- d. Morphemes.

20. Two-year-old Derek's sentences – "Dad come," "Mom laugh," and "Truck gone" – are examples of:

- a. Babbling.
- b. Mental sets.
- c. Telegraphic speech.
- d. Universal grammar.

List the sequence of stages for language development in children.

21. Explain the difference between Skinner and Chomsky's theories of language development.

Skinner believes _____

Chomsky believes
