

Chapter 6 - Memory

Video on [How We Make Memories](#)

1. Psychologists define memory as:
 - A. accessing information from deep within the cerebral cortex.
 - B. contemplating information received from external sources.
 - C. the retention of information or experience over time.
 - D. sorting through various stimulus until the correct information is recovered.
2. The first step in memory is _____.
 - A. encoding
 - B. retrieval
 - C. storage
 - D. priming
3. _____ refers to the process by which information gets into memory storage.
 - A. Retrieval
 - B. Recall
 - C. Encoding
 - D. Priming
4. Albert is listening intently to his principal's lecture on the advancement of scientific research. In this scenario, Albert is most likely _____.
 - A. retrieving information from his memory
 - B. encoding information into his memory
 - C. activating the information in his memory
 - D. chunking the information in his memory
5. Felix, a record-holder in the area of memory skills, amazed the 150-member audience at his show when he accurately recalled all their names in correct alphabetical order. Which of the following processes of memory has Felix demonstrated in this scenario?
 - A. Encoding
 - B. Storage
 - C. Retrieval
 - D. Elaboration
6. In the context of memory processes, which of the following scenarios best illustrates the process of retrieving information?
 - A. Daniel is watching a play in a theater.
 - B. Martha is reciting a poem she learned in school.

- C. Vivian is reading a book on insects.
- D. Jack is listening to his professor's lecture.

7. In the context of memory encoding, sustained attention is _____.

- A. the process of dividing attention not just between two activities but among three or more activities
- B. the ability to maintain concentration to a selected stimulus for a prolonged period of time
- C. especially detrimental to encoding information
- D. most likely to make a person less vigilant

8. Which of the following scenarios best illustrates divided attention?

- A. Kyle increases the volume on the television while watching his favorite show.
- B. Maria is watching two characters fight with each other in a martial arts program.
- C. Kenny is listening to music on his laptop with headphones on.
- D. Riley is trying to pay attention to her teacher while talking to her friend in class.

9. Ashley is in the habit of listening to music while studying. She usually puts her headphones on when she's reading through a textbook. In this scenario, Ashley is demonstrating _____.

- A. divided attention
- B. sustained attention
- C. vigilance
- D. chunking

10. Which of the following is true of divided attention in the context of memory encoding?

- A. Divided attention involves concentrating on different activities, one activity at a time.
- B. Divided attention is the ability to maintain attention to a selected stimulus for a prolonged period of time.
- C. Divided attention is not likely to impede an individual's ability to pay attention to a specific aspect of an experience.
- D. Divided attention can be especially detrimental to the process of encoding information.

11. What is the best description of working memory?

- A. a warehouse that holds memory for up to 30 days
- B. a mental blackboard where brain manipulates and assembles information
- C. storage shelves to house information for short-term access
- D. a spider web of links that connect various memories

12. Differentiate between short-term memory and working memory.

- A. Short-term memory functions as a passive storehouse, while working memory functions as an active memory system.
- B. Short-term memory can be used to solve problems, while working memory can be used to rehearse information.
- C. Measures of working memory capacity are not strongly related to cognitive aptitudes, whereas short-term memory capacity is.

D. Working memory has a limited capacity, while short-term memory has a virtually unlimited capacity to store information.

13. What is the purpose of working memory?

- A) To store vast quantities of memory that are still working.
- B) Gives us unlimited storage for new information
- C) Ensures that our memory is always working
- D) To hold information temporarily as we understand, make decisions, and solve problems.

14. _____ memory is a type of long-term memory in which an individual's behavior is affected by prior experience without a conscious recollection of that experience.

- A. Sensory
- B. Semantic
- C. Implicit
- D. Explicit

15. At the top level, long-term memory is divided into the substructures of _____.

- A. episodic memory and semantic memory
- B. explicit memory and implicit memory
- C. phonological loop and central executive
- D. sensory memory and short-term memory

	Pair up correct definition to the word (#1-15 & #16-33). Place number in blank space.
1. Encoding	___ The retention of information or experience over time
2. Memory	___ retention of information over time and how this information is represented in memory
3. Divided Attention	___ The conscious repetition of info to improve short term memory; doesn't work well for long-term because just repeating information without attaching meaning to it
4. Sustained Attention (or Vigilance)	___ includes short term memory and attention to hold info temporarily while performing cognitive tasks.
5. Level of processing	___ A relatively permanent type of memory that stores huge amounts of information for a long time
6. Elaboration	___ memory system that involves holding information from the world in its original sensory form for only an instant, not much longer than the brief time it is exposed to the visual,

	auditory, and other senses
7. Dual-Code Hypothesis	___ Involves group or “packing” info that exceeds 7 + or - 2 memory span into higher-order units that can be remembered as single units; improves short-term memory
8. Sensory Memory	___ The formation of a number of different connections around a stimulus at any given level of memory encoding.
9. Atkinson-Shiffrin Theory	___ States that memory storage involves three separate systems: sensory memory, short-term memory, and long-term memory
10. Storage	___ Limited capacity memory system - info is usually retained for only as long as 30 seconds unless the individual uses strategies to retain it longer
11. Short-Term Memory	___ Involves concentrating on more than one activity at the same time
12. Chunking	___ retention of information over time and how this information is represented in memory
13. Rehearsal	___ Refers to a continuum of memory processing from shallow to intermediate too deep with deeper processing producing better memory
14. Working Memory	___ the ability to maintain attention to a selected stimulus for a prolonged period of time
15. Long Term Memory	___ Process by which information gets into memory storage
16. Explicit memory (aka declarative memory)	___ That the passage of time always increases forgetting
17. Episodic memory	___ The activation of information that people already have in storage to help them remember new information better and faster
18. Semantic memory	___ Retention of information about the where, when, and what of life's happenings; it is an explicit memory
19. Implicit memory (aka nondeclarative memory)	___ A memory task in which the individual has to retrieve previously learned information, as on essay test.
20. Procedural memory	___ The schema for an event, often containing information about physical features, people, and typical occurrences
21. Priming	___ A person's knowledge about the world, general knowledge, and everyday knowledge; it is an explicit memory
22. Schema	___ Type of effortful retrieval associated with a person's feeling that s/he knows something that cannot quite pull it out of memory
23. Script	___ People forget not because memories are lost from storage but because other information gets in the way of what they want to remember.

24. Recall	___ Memory in which behavior is affected by prior experience without a conscious recollection of that experience
25. Recognition	___ Remembering information about doing something in the future, includes memory for intentions.
26. Motivated Forgetting	___ When material learned later disrupts the retrieval of information learned earlier
27. Interference Theory	___ Conscious recollection of information that can be verbally communicated
28. Proactive interference	___ A memory task in which the individual only has to identify learned items, as on multiple choice tests.
29. Retroactive interference	___ Involves memory for skills and is an implicit memory
30. Decay Theory	___ Remembering information from the past
31. Tip-of-the-tongue (TOT) phenomenon	___ A preexisting mental concept or framework that helps people organize and interpret information.
32. Retrospective memory	___ Occurs when something is so painful for anxiety-laden that remembering it is intolerable.
33. Prospective memory	___ When material learned earlier disrupts the recall of material learned later

[Working Memory Video](#)

16. Motivated forgetting is usually associated with _____ memories.

- A. prospective
- B. semantic
- C. implicit
- D. traumatic

17. According to Hermann Ebbinghaus's scientific research on forgetting, _____.

- A. motivated forgetting protects an individual from threatening information
- B. an individual never actually forgets what s/he learns
- C. autobiographical memories are the easiest to forget
- D. most forgetting takes place soon after an individual learns something

18. Encoding failure occurs when _____.

- A. an individual is so traumatized by an event that he or she forgets it
- B. memories are lost from storage over a passage of time
- C. the information never entered the long-term memory
- D. other information gets in the way of what an individual wants to remember

19. Which of the following is a way to improve short-term memory?

- A. Chunking
- B. Visuo-spatial sketchpad
- C. Priming
- D. Connectionism

20. Unrehearsed information stored in short-term memory lasts no more than _____.

- A. 30 seconds
- B. 3 minutes
- C. 30 minutes
- D. 3 hours

21. Which of the following is true of short-term memory?

- A. It is made up of explicit and implicit memory.
- B. It is a relatively permanent type of memory.
- C. It holds perceptions of the world for just an instant.
- D. It is a limited-capacity memory system.

22. After hearing a friend's telephone number for the first time, Harold was immediately able to recite all seven digits of the phone number in perfect order. Harold most likely used his _____ to recite these digits.

- A. procedural memory
- B. sensory memory
- C. long-term memory
- D. short-term memory

23. As Mitch walks through the conference hall before his conference, he greets approximately 50 new people. Based on his short-term association with these people, Mitch will most likely remember the names of _____ individuals.

- A. 50
- B. 20
- C. 15 ± 2
- D. 7 ± 2

24. Chunking is the process of _____.

- A. activating information that an individual already has in storage to help him/her remember new information faster
- B. packing information that exceeds the 7 ± 2 memory span
- C. repeating the information over and over again in one's head in order to keep it in memory
- D. drawing mental links between aspects of one's own life and new information

25. In the context of short-term memory, which of the following is true of rehearsal?

- A. Information stored in short-term memory lasts half a minute or less with rehearsal.
- B. Rehearsal can only be verbal, giving the impression of an inner voice.

- C. Information can be retained indefinitely if rehearsal is not interrupted.
- D. Rehearsal is the best strategy for retaining information over longer periods of time.

26. Does rehearsal work well to retain information over the long term? T/F

27. Why is the answer _____ above?

- A. It involves the unconscious repetition of information.
- B. It can only be verbal.
- C. It always results in distortion of memories.
- D. It often involves mechanically repeating information.

28. _____ memory refers to a combination of components that include short-term memory and attention that allow individuals to hold information temporarily as they perform cognitive tasks.

- A. Implicit
- B. Working
- C. Sensory
- D. Procedural