1. The process of encoding refers to
   A) the persistence of learning over time.
   B) the recall of information previously learned.
   C) getting information into memory.
   D) the motivated forgetting of painful memories.
   E) a clear memory of an emotionally significant event.

2. The process of getting information out of memory is called
   A) priming.
   B) encoding.
   C) relearning.
   D) retrieval.
   E) rehearsal.

3. To recognize the active information processing that occurs in short-term memory, researchers have characterized it as ________ memory.
   A) iconic
   B) working
   C) flashbulb
   D) implicit
   E) repressed

4. While reading a novel at a rate of nearly 500 words per minute, Megan effortlessly understands almost every word. This ability highlights the importance of
   A) flashbulb memory.
   B) automatic processing.
   C) the spacing effect.
   D) source amnesia.
   E) implicit memory.

5. Effortful processing can occur only with
   A) implicit memory.
   B) conscious attention.
   C) visual imagery.
   D) chunking.
   E) sensory memory.

6. When first introduced to someone, Marcel effectively remembers the person's name by repeating it to himself several times. Marcel makes use of a strategy called
   A) chunking.
   B) automatic processing.
   C) the method of loci.
   D) the next-in-line effect.
   E) rehearsal.
7. Ebbinghaus' retention curve best illustrates the value of
   A) chunking.
   B) imagery.
   C) priming.
   D) rehearsal.
   E) implicit memory.

8. The tendency for distributed study to yield better long-term retention than massed study is known as
   A) the serial position effect.
   B) state-dependent memory.
   C) the spacing effect.
   D) the method of loci.
   E) chunking.

9. The tendency to immediately recall the first and last items in a list better than the middle items is known as the
   ________ effect.
   A) serial position
   B) misinformation
   C) next-in-line
   D) priming
   E) spacing

10. The process by which information is encoded by its meaning is called
    A) long-term potentiation.
    B) automatic processing.
    C) rehearsal.
    D) mnemonic encoding.
    E) semantic encoding.

11. After Maya gave her friend the password to a protected Web site, the friend was able to remember it only long
    enough to type it into the password box. In this instance, the password was clearly stored in her ________ memory.
    A) echoic
    B) short-term
    C) flashbulb
    D) implicit

12. “The magical number seven, plus or minus two” refers to the storage capacity of ________ memory.
    A) short-term
    B) explicit
    C) flashbulb
    D) implicit
    E) sensory

13. The relatively permanent and limitless storehouse of the memory system is called ________ memory.
    A) sensory
    B) state-dependent
    C) long-term
    D) flashbulb
    E) implicit
14. A flashbulb memory would typically be stored in ________ memory.
   A) iconic
   B) implicit
   C) echoic
   D) long-term
   E) short-term

15. Chunking refers to
   A) getting information into memory through the use of visual imagery.
   B) the organization of information into meaningful units.
   C) the unconscious encoding of incidental information.
   D) the tendency to recall best the first item in a list.
   E) the combined use of automatic and effortful processing to ensure the retention of unfamiliar information.

16. Combining individual letters into familiar words enables you to remember more of the letters in this sentence. This best illustrates the value of
   A) the spacing effect.
   B) iconic memory.
   C) the serial position effect.
   D) chunking.

17. Employing the single word HOMES to remember the names of North America's five Great Lakes best illustrates the use of
   A) imagination inflation.
   B) the serial position effect.
   C) a mnemonic device.
   D) implicit memory.

18. Elaine's memory of her Paris vacation is more positive today than it was last year just after she went. This best illustrates
   A) the self-reference effect.
   B) source amnesia.
   C) proactive interference.
   D) rosy retrospection.
   E) the spacing effect.

19. Which of the following is believed to be the synaptic basis for learning and memory?
   A) priming
   B) semantic encoding
   C) proactive interference
   D) long-term potentiation

20. Mr. Nydam suffers amnesia and is unable to remember playing golf on a particular course. Yet the more he plays the course, the more his game improves. His experience illustrates the need to distinguish between
   A) short-term memory and long-term memory.
   B) proactive interference and retroactive interference.
   C) explicit memory and implicit memory.
   D) recognition and recall.
21. Superior memory for rap lyrics that include the most rhymes best illustrates the value of
   A) the next-in-line effect.
   B) the spacing effect.
   C) mood-congruent memory.
   D) the serial position effect.
   E) acoustic encoding.

22. By creating an outline in which specific facts and theories are located within the larger framework of major topics and subtopics, Jasmine can remember much more of what she reads in her college textbooks. This best illustrates the benefits of
   A) hierarchical organization.
   B) the method of loci.
   C) the serial position effect.
   D) automatic processing.
   E) the spacing effect.

23. Iconic memory refers to
   A) the encoded meanings of words and events in short-term memory.
   B) photographic, or picture-image, memory that lasts for only a few tenths of a second.
   C) the effortlessly processed incidental information about the timing and frequency of events.
   D) the visually encoded images in long-term memory.
   E) important events often encoded through flashbulb memory.

24. Exceptionally clear memories of emotionally significant events are called
   A) sensory memories.
   B) flashbulb memories.
   C) mood-congruent memories.
   D) repressed memories.
   E) semantic memories.

25. Cerebellum is to _______ memory as hippocampus is to _______ memory.
   A) short-term; long-term
   B) long-term; short-term
   C) implicit; explicit
   D) explicit; implicit
   E) iconic; echoic

26. Which of the following offers the best explanation for infantile amnesia?
   A) The hippocampus is one of the last brain structures to mature.
   B) The emotional reactivity of infants inhibits the process of encoding.
   C) The accumulation of life experiences disrupts the retrieval of early life events.
   D) Iconic memories last for less than a second in infants.
   E) Birth trauma prevents explicit encoding.

27. 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) misinformation
   E) reconstruction
28. Words, events, places, and emotions that trigger our memory of the past are called
   A) retrieval cues.
   B) déjà vu.
   C) iconic traces.
   D) context effects.
   E) schemas.

29. The often unconscious activation of particular associations in memory is called
   A) chunking.
   B) automatic processing.
   C) repression.
   D) priming.
   E) state-dependent memory.

30. Hearing the word “rabbit” may lead people to spell the spoken word “hair” as “h-a-r-e.” This best illustrates the outcome of a process known as
   A) chunking.
   B) retroactive interference.
   C) the method of loci.
   D) repression.
   E) priming.

31. After his last drinking spree, Fakim hid a half-empty liquor bottle. He couldn't remember where he hid it until he started drinking again. Fakim's pattern of recall best illustrates
   A) the spacing effect.
   B) proactive interference.
   C) the serial position effect.
   D) motivated forgetting.
   E) state-dependent memory.

32. The association of sadness with memories of negative life events contributes to
   A) the self-reference effect.
   B) retroactive interference.
   C) repression.
   D) source amnesia.
   E) mood-congruent memory.

33. Austin can't remember Jack Smith's name because he wasn't paying attention when Jack was formally introduced. Austin's poor memory is best explained in terms of
   A) storage decay.
   B) proactive interference.
   C) encoding failure.
   D) retroactive interference.
   E) source amnesia.

34. Judy is embarrassed because she momentarily fails to remember a good friend's name. Judy's poor memory most likely results from a failure in
   A) storage.
   B) encoding.
   C) rehearsal.
   D) retrieval.
   E) automatic processing.
35. The disruptive effect of prior learning on the recall of new information is called
   A) state-dependent memory.
   B) retroactive interference.
   C) the serial position effect.
   D) the spacing effect.
   E) proactive interference.

36. After learning the combination for his new locker at school, Milton is unable to remember the combination for his year-old bicycle lock. Milton is experiencing the effects of
   A) encoding failure.
   B) source amnesia.
   C) retroactive interference.
   D) proactive interference.
   E) automatic processing.

37. A type of motivated forgetting in which anxiety-arousing memories are blocked from conscious awareness is known as
   A) retroactive interference.
   B) proactive interference.
   C) the spacing effect.
   D) repression.
   E) priming.

38. As we retrieve memories from our memory bank, we often alter them based on past experiences and our current expectations. This best illustrates
   A) implicit memory.
   B) proactive interference.
   C) the spacing effect.
   D) memory construction.
   E) serial position effect.

39. Many of the experimental participants who were asked how fast two cars in a filmed traffic accident were going when they smashed into each other subsequently recalled seeing broken glass at the scene of the accident. This experiment best illustrated
   A) proactive interference.
   B) the self-reference effect.
   C) the spacing effect.
   D) the misinformation effect.
   E) state-dependent memory.

40. As a child, Andre dreamed that he was chased and attacked by a ferocious dog. Many years later, he mistakenly recalled that this had actually happened to him. Andre's false recollection best illustrates
   A) the self-reference effect.
   B) mood-congruent memory.
   C) proactive interference.
   D) implicit memory.
   E) source amnesia.