Multiple Choice Review
Chapter 8: Memory

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. 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

3. 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.

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

5. 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) maintenance rehearsal.

6. 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.

7. 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
8. 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.

9. “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

10. 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

11. 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.

12. 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.

13. 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.

14. 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

15. 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.
16. 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.

17. 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.

18. 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

19. 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.

20. 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

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

22. 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.
23. 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.

24. 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.

25. 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.

26. 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.

27. 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.

28. 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.
Chapter 10: Intelligence

29. The concept of a g factor implies that intelligence
   A) is a single overall ability.
   B) is several specific abilities.
   C) cannot be defined or measured.
   D) is a reified concept.

30. A statistical procedure that identifies clusters of test items that seem to tap a common ability is called
   A) correlational measurement.
   B) standardization.
   C) reliability assessment.
   D) criterion-based validation.
   E) factor analysis.

31. Don's intelligence scores were only average, but he has been enormously successful as a corporate manager. Psychologists Sternberg and Wagner would probably suggest that
   A) Don's verbal intelligence exceeds his performance intelligence.
   B) Don's performance intelligence exceeds his verbal intelligence.
   C) Don's academic intelligence exceeds his practical intelligence.
   D) Don's practical intelligence exceeds his academic intelligence.

32. Gerardeen has superb social skills, manages conflicts well, and has great empathy for her friends and co-workers. John Mayer, Peter Salovey, and David Caruso would probably say that Gerardeen possesses a high degree of
   A) g.
   B) social intelligence.
   C) practical intelligence.
   D) emotional intelligence.

33. Generating multiple possible answers to a problem illustrates
   A) neural plasticity.
   B) factor analysis.
   C) predictive validity.
   D) divergent thinking.
   E) framing skills.

34. The test created by Alfred Binet was designed specifically to
   A) measure inborn intelligence in adults.
   B) measure inborn intelligence in children.
   C) predict school performance in children.
   D) identify mentally retarded children so that they could be institutionalized.

35. Lewis Terman's widely used American revision of Binet's original intelligence test was the
   A) WISC.
   B) WAIS.
   C) Stanford-Binet.
   D) Scholastic Assessment Test.
   E) American College Testing Exam.
36. Originally, IQ was defined as
   A) mental age divided by chronological age and multiplied by 100.
   B) chronological age divided by mental age and multiplied by 100.
   C) mental age subtracted from chronological age and multiplied by 100.
   D) chronological age subtracted from mental age and multiplied by 100.

37. Current intelligence tests compute an individual's intelligence score as
   A) the ratio of mental age to chronological age multiplied by 100.
   B) the ratio of chronological age to mental age multiplied by 100.
   C) the amount by which the test-taker's performance deviates from the average performance of others the same age.
   D) the ratio of the test-taker's verbal intelligence score to his or her nonverbal intelligence score.

38. The WAIS consists of separate _______ subtests.
   A) intelligence and creativity
   B) aptitude and achievement
   C) convergent and divergent thinking
   D) verbal and performance
   E) emotions and reasoning

39. According to the text, what can be concluded from early intelligence testing in the United States?
   A) Most European immigrants were “feeble-minded.”
   B) Army recruits of other than West European heritage were intellectually deficient.
   C) The tests were biased against people who did not share the culture assumed by the test.
   D) None of these things could be concluded.

40. Before becoming attorneys, law students must pass a special licensing exam, which is an _______ test. Before entering college, high school students must take the SAT, which is an _______ test.
   A) achievement; aptitude
   B) aptitude; achievement
   C) achievement; achievement
   D) aptitude; aptitude

41. Standardization refers to the process of
   A) determining the accuracy with which a test measures what it is supposed to.
   B) defining meaningful scores relative to a representative pretested group.
   C) determining the consistency of test scores obtained by retesting people.
   D) measuring the success with which a test predicts the behavior it is designed to predict.

42. The bell-shaped distribution of intelligence scores in the general population is called a
   A) g distribution.
   B) standardization curve.
   C) bimodal distribution.
   D) normal distribution.

43. For a language test with normally distributed scores, the mean was 70 and the standard deviation was 10. Approximately what percentage of test takers scored 60 and above?
   A) 16
   B) 34
   C) 68
   D) 84
   E) 95
44. If you wanted to develop a test of musical aptitude in North American children, which would be the appropriate standardization group?
   A) children all over the world
   B) North American children
   C) children of musical parents
   D) children with known musical ability

45. The Flynn effect refers to the fact that
   A) White and Black infants score equally well on measures of infant intelligence.
   B) Asian students outperform North American students on math achievement tests.
   C) the IQ scores of today’s better-fed and educated population exceed that of the 1930s population.
   D) individual differences within a race are much greater than between-race differences.

46. Jack takes the same test of mechanical reasoning on several different days and gets virtually identical scores. This suggests that the test has
   A) high content validity.
   B) high reliability.
   C) high predictive validity.
   D) been standardized.

47. You would not use a test of hearing acuity as an intelligence test because it would lack
   A) content reliability.
   B) predictive reliability.
   C) predictive validity.
   D) content validity.

48. To say that the heritability of a trait is approximately 50 percent means
   A) that genes are responsible for 50 percent of the trait in an individual, and the environment is responsible for the rest.
   B) that the trait’s appearance in a person will reflect approximately equal genetic contributions from both parents.
   C) that of the variation in the trait within a group of people, 50 percent can be attributed to heredity.
   D) all of these things.

49. Most psychologists believe that racial gaps in test scores
   A) have been exaggerated when they are, in fact, insignificant.
   B) indicate that intelligence is in large measure inherited.
   C) are in large measure caused by environmental factors.
   D) are increasing.

50. Stereotype threat is most likely to depress female students’ performance on a difficult ________ test and to depress male students’ performance on a difficult ________ test.
   A) math problem-solving; verbal fluency
   B) verbal fluency; math problem-solving
   C) spatial abilities; athletic abilities
   D) athletic abilities; spatial abilities