

Bryant-Taneda: AP Psychology Test Bank – Memory (Chapter 9)

1. Helen went to the store for furniture polish, carrots, pencils, ham, sponges, celery, notebook paper, and salami. She remembered to buy all these items by reminding herself that she needed food products that included meats and vegetables and that she needed nonfood products that included school supplies and cleaning aids. Helen made effective use of:
 - A) the spacing effect.
 - B) hierarchical organization.
 - C) automatic processing.
 - D) the "peg-word" system.
 - E) the method of loci.

2. Jenkins and Dallenbach found that memory was better in subjects who were _____ during the retention interval, presumably because _____ was reduced.
 - A) awake; decay
 - B) asleep; decay
 - C) awake; interference
 - D) asleep; interference

3. The misinformation effect provides evidence that memory:
 - A) is constructed during encoding.
 - B) is unchanging once established.
 - C) may be reconstructed during recall according to how questions are framed.
 - D) is highly resistant to misleading information.

4. When people are asked to recall a list of words they had earlier memorized, they often substitute synonyms for some of the words on the original list. This best illustrates the effects of:
 - A) automatic processing.
 - B) source amnesia.
 - C) semantic encoding.
 - D) memory decay.
 - E) state-dependent memory.

5. Michael Ross and his colleagues observed that people exposed to very convincing arguments about the desirability of frequent toothbrushing tended to:
 - A) quickly forget the arguments if they were in the habit of brushing frequently.
 - B) quickly forget the arguments if they were not in the habit of brushing frequently.
 - C) exaggerate how frequently they had brushed their teeth in the past.
 - D) exaggerate how infrequently they had brushed their teeth in the past.

6. In an effort to remember the name of the classmate who sat behind her in fifth grade, Martina mentally recited the names of other classmates who sat near her. Martina's effort to refresh her memory by activating related associations is an example of:
 - A) priming.
 - B) déjà vu.
 - C) encoding.
 - D) relearning.

7. When children are officially interviewed about their recollections of possible sexual abuse, their reports are especially credible if:

- A) they are asked specific, detailed questions about the issue rather than more general, open-ended questions.
 - B) after responding to an interviewer, they are repeatedly asked the same question they just answered.
 - C) they use anatomically correct dolls to indicate if and where they had been physically touched.
 - D) involved adults have not discussed the issue with them prior to the interview.
8. Research by Kandel and Schwartz on sea snails indicates that memory formation is associated with the:
- A) structure of DNA molecules.
 - B) release of certain neurotransmitters.
 - C) activity level of the hippocampus.
 - D) development of the cerebellum.
9. When Carlos was promoted, he moved into a new office with a new phone extension. Every time he is asked for his phone number, Carlos first thinks of his old extension, illustrating the effects of:
- A) proactive interference.
 - B) retroactive interference.
 - C) encoding failure.
 - D) storage failure.
10. Mood-congruent memory refers to the effect of emotional states on the process of:
- A) repression.
 - B) encoding.
 - C) storage.
 - D) retrieval.
 - E) relearning.
11. The process of getting information out of memory storage is called:
- A) encoding.
 - B) retrieval.
 - C) rehearsal.
 - D) storage.
12. The ability to learn something without any conscious memory of having learned it suggests the need to distinguish between:
- A) proactive and retroactive interference.
 - B) short-term and long-term memory.
 - C) recognition and recall.
 - D) explicit and implicit memory.
13. The misinformation effect best illustrates the dynamics of:
- A) automatic processing.
 - B) memory construction.
 - C) repression.
 - D) proactive interference.
 - E) mood-congruent memory.
14. A mnemonic device is a:
- A) mental picture.

- B) test or measure of memory.
- C) technique for encoding language sounds.
- D) memory aid.
- E) word, event, or place that triggers a memory of the past.

15. Studies of amnesics suggest that:

- A) memory is a single, unified system.
- B) there are two distinct types of memory.
- C) there are three distinct types of memory.
- D) memory losses following brain trauma are unpredictable.
- E) brain trauma eliminates the ability to learn.

16. Watching a TV soap opera involving marital conflict and divorce led Andrea to recall several instances in which her husband had mistreated her. The effect of the TV program on Andrea's recall provides an example of:

- A) the spacing effect.
- B) repression.
- C) the serial position effect.
- D) automatic processing.
- E) priming.

17. When an eyewitness to an auto accident is asked to describe what happened, which test of memory is being utilized?

- A) reconstruction
- B) recognition
- C) rehearsal
- D) recall
- E) relearning

18. PET scans reveal that the _____ is equally active whether an individual falsely or correctly remembers that specific words were read to him or her.

- A) cerebral cortex
- B) left temporal lobe
- C) cerebellum
- D) hippocampus

19. After reading a newspaper report suggesting that drunken driving might have contributed to a recent auto accident, several people who actually witnessed the accident began to remember the driver involved as traveling at a greater speed than was actually the case. This provides an example of:

- A) proactive interference.
- B) the serial position effect.
- C) state-dependent memory.
- D) the self-reference effect.
- E) the misinformation effect.

20. Being in a bad mood after a hard day of work, Susan could think of nothing positive in her life. This is best explained as an example of:

- A) priming.
- B) memory construction.
- C) mood-congruent memory.

- D) retrieval failure.
- E) repression.

21. With respect to the controversy regarding reports of repressed memories of sexual abuse, statements by major psychological and psychiatric associations suggest that:

- A) the accumulated experiences of our lives are all preserved somewhere in our minds.
- B) the more stressful an experience is, the more quickly it will be consciously forgotten.
- C) repression is the most common mechanism underlying the failure to recall early childhood abuse.
- D) professional therapists can reliably distinguish between their clients' true and false childhood memories.
- E) adult memories of experiences happening before age 3 are unreliable.

22. The three-stage processing model of memory was proposed by:

- A) Atkinson and Shifrin.
- B) Herman Ebbinghaus.
- C) Loftus and Palmer.
- D) George Sperling.

23. The fact that our preconceived ideas contribute to our ability to process new information best illustrates the importance of:

- A) the serial position effect.
- B) semantic encoding.
- C) retroactive interference.
- D) iconic memory.
- E) repression.

24. When Gordon Bower presented subjects with words grouped by category or in random order, recall was:

- A) the same for all words.
- B) better for the categorized words.
- C) better for the random words.
- D) improved when subjects developed their own mnemonic devices.

25. 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.

26. In describing what he calls the seven sins of memory, Daniel Schacter suggests that storage decay contributes to:

- A) absent-mindedness.
- B) repression.
- C) transience.
- D) implicit memory.

27. Negative associations primed by distressing emotions most clearly illustrate:

- A) repression.

- B) retroactive interference.
- C) the misinformation effect.
- D) proactive interference.
- E) mood-congruent memory.

28. Speed reading complex material yields little long-term retention because it inhibits:

- A) the serial position effect.
- B) retroactive interference.
- C) the next-in-line effect.
- D) proactive interference.
- E) rehearsal.

29. 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

30. In a study on context cues, people learned words while on land or when they were underwater. In a later test of recall, those with the best retention had:

- A) learned the words on land, that is, in the more familiar context.
- B) learned the words underwater, that is, in the more exotic context.
- C) learned the words and been tested on them in different contexts.
- D) learned the words and been tested on them in the same context.

31. Complete this analogy: Fill-in-the-blank test questions are to multiple-choice questions as:

- A) encoding is to storage.
- B) storage is to encoding.
- C) recognition is to recall.
- D) recall is to recognition.
- E) encoding is to recall.

32. The integration of new incoming information with knowledge retrieved from long-term storage involves what is known as:

- A) automatic processing.
- B) implicit memory.
- C) semantic encoding.
- D) long-term potentiation.
- E) working memory.

33. The process of getting information out of memory storage is called:

- A) priming.
- B) encoding.
- C) relearning.
- D) retrieval.
- E) rehearsal.

34. The more depressed Betty feels, the more easily she remembers many of the sad events in her life.

This best illustrates:

- A) the self-reference effect.
- B) mood-congruent memory.
- C) retroactive interference.
- D) the spacing effect.
- E) source amnesia.

35. The three steps in memory information processing are:

- A) input, processing, output.
- B) input, storage, output.
- C) input, storage, retrieval.
- D) encoding, storage, retrieval.
- E) encoding, retrieval, storage.

36. Your consciously activated but limited-capacity memory is called _____ memory.

- A) short-term
- B) implicit
- C) mood-congruent
- D) explicit
- E) automatic

37. Many of the experimental subjects 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.

38. Tristram and Dee had a joyful wedding ceremony. After their painful divorce, however, they began to remember the wedding as a somewhat hectic, unpleasant, and frightening event. Their recollections best illustrate the nature of:

- A) proactive interference.
- B) memory construction.
- C) the spacing effect.
- D) the serial position effect.
- E) repression.

39. Retroactive interference involves the disruption of:

- A) encoding.
- B) storage.
- C) retrieval.
- D) all the above.

40. A person who has trouble forgetting information, such as the Russian memory whiz S, often seems to have a limited capacity for:

- A) implicit memory.
- B) explicit memory.
- C) abstract thinking.

D) visual imagery.

41. The method of loci is to imagery as acronyms are to:

- A) priming.
- B) rehearsal.
- C) chunking.
- D) the "peg-word" system.

42. Acronyms are to chunking as the method of loci is to:

- A) imagery.
- B) rehearsal.
- C) acoustic encoding.
- D) automatic processing.
- E) the "peg-word" system.

43. Although you can't recall the answer to a question on your psychology midterm, you have a clear mental image of the textbook page on which it appears. Evidently, your _____ encoding of the answer was _____.

- A) semantic; automatic
- B) visual; automatic
- C) semantic; effortful
- D) visual; effortful

44. "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

45. Memories are primed by:

- A) repression.
- B) retrieval cues.
- C) retroactive interference.
- D) the serial position effect.
- E) source amnesia.

46. Memory for skills is called:

- A) explicit memory.
- B) declarative memory.
- C) episodic memory.
- D) implicit memory.

47. Describe three mnemonic devices that would enable you to remember the following list of grocery items: milk, eggs, margarine, oranges, rhubarb, ice cream, eggplant, and sausage. Explain why each would be effective.

48. Which of the following best describes the typical forgetting curve?

- A) a steady, slow decline in retention over time
- B) a steady, rapid decline in retention over time
- C) a rapid initial decline in retention becoming stable thereafter
- D) a slow initial decline in retention becoming rapid thereafter

49. Peterson and Peterson demonstrated that unrehearsed short-term memories for three consonants almost completely decay in as short a time as:

- A) 1 second.
- B) 12 seconds.
- C) 1 minute.
- D) 12 minutes.
- E) 1 hour.

50. Repression is an example of:

- A) encoding failure.
- B) memory decay.
- C) motivated forgetting.
- D) all of the above.

51. 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.

52. Information is maintained in short-term memory only briefly unless it is:

- A) encoded.
- B) rehearsed.
- C) iconic or echoic.
- D) retrieved.

53. Ebbinghaus discovered that the rate at which we forget novel information is initially _____ and subsequently _____.

- A) slow; stays slow
- B) slow; speeds up
- C) rapid; stays rapid
- D) rapid; slows down

54. During basketball practice Jan's head was painfully elbowed. If the trauma to her brain disrupts her memory, we would expect that Jan would be most likely to forget:

- A) the name of her teammates.
- B) her telephone number.
- C) the name of the play during which she was elbowed.
- D) the details of events that happened shortly after the incident.

55. Echoic memories fade after approximately:

- A) 1 hour.
- B) 1 minute.

- C) 30 seconds.
- D) 1 second.
- E) 3 to 4 seconds.

56. One day after Usha hears her mother's list of 12 grocery items, Usha is most likely to remember the items _____ of the list.

- A) at the beginning and end
- B) at the end
- C) at the beginning
- D) in the middle

57. Which of the following is NOT a measure of retention?

- A) recall
- B) recognition
- C) relearning
- D) retrieval

58. The first thing Karen did when she discovered that she had misplaced her keys was to re-create in her mind the day's events. That she had little difficulty in doing so illustrates:

- A) automatic processing.
- B) effortful processing.
- C) state-dependent memory.
- D) priming.

59. Explicit memory is to long-term memory as iconic memory is to _____ memory.

- A) sensory
- B) short-term
- C) flashbulb
- D) implicit
- E) state-dependent

60. When asked to recall their attitudes of 10 years ago regarding marijuana use, people offer recollections closer to their current view than they actually reported a decade earlier. This best illustrates:

- A) memory construction.
- B) proactive interference.
- C) the self-reference effect.
- D) mood-congruent memory.
- E) repression.

61. At your high school reunion you cannot remember the last name of your homeroom teacher. Your failure to remember is most likely the result of:

- A) encoding failure.
- B) storage failure.
- C) retrieval failure.
- D) state-dependent memory.

62. To help him remember the order of ingredients in difficult recipes, master chef Giulio often associates them with the route he walks to work each day. Giulio is using which mnemonic

- technique?
- A) peg-word system
 - B) acronyms
 - C) the method of loci
 - D) chunking
63. Students who restudy course material in order to pass a comprehensive examination are especially likely to demonstrate long-term retention of the course material. This best illustrates:
- A) implicit memory.
 - B) the serial position effect.
 - C) the method of loci.
 - D) the spacing effect.
 - E) chunking.
64. Our inability to remember information presented in the seconds just before we fall asleep is most likely due to:
- A) motivated forgetting.
 - B) the misinformation effect.
 - C) retroactive interference.
 - D) encoding failure.
 - E) long-term potentiation.
65. Which memory test would most effectively reveal that Mr. Quintano, at age 55, still remembers many of his high school classmates?
- A) recall
 - B) recognition
 - C) rehearsal
 - D) reconstruction
66. Although Faustina can learn and remember how to solve a complicated jigsaw puzzle, she is unable to learn and remember the names of people to whom she has been introduced. Faustina is most likely to have suffered damage to her:
- A) hypothalamus.
 - B) brainstem.
 - C) hippocampus.
 - D) cerebellum.
67. Echoic memory refers to:
- A) the encoded meanings of words and events in long-term memory.
 - B) a vivid memory of an emotionally significant event.
 - C) the automatic retention of incidental information about the timing and frequency of events.
 - D) a momentary sensory memory of auditory stimuli.
68. A retention of skills and dispositions without conscious recollection is known as _____ memory.
- A) state-dependent
 - B) flashbulb
 - C) short-term
 - D) sensory
 - E) implicit

69. The spacing effect means that:
- A) distributed study yields better retention than cramming.
 - B) retention is improved when encoding and retrieval are separated by no more than 1 hour.
 - C) learning causes a reduction in the size of the synaptic gap between certain neurons.
 - D) delaying retrieval until memory has consolidated improves recall.
70. Which of the following illustrates the constructive nature of memory?
- A) Janice keeps calling her new boyfriend by her old boyfriend's name.
 - B) After studying all afternoon and then getting drunk in the evening, Don can't remember the material he studied.
 - C) After getting some good news, elated Kareem has a flood of good memories from his younger years.
 - D) Although elderly Mrs. Harvey, who has Alzheimer's disease, has many gaps in her memory, she invents sensible accounts of her activities so that her family will not worry.
71. The effortful processing of information:
- A) typically interferes with the capacity to think creatively.
 - B) cannot easily be suppressed and inhibited.
 - C) can become automatic through practice.
 - D) occurs less frequently among adults than children.
72. Adults with symptoms of distress commonly experienced by incest survivors have often been advised and encouraged to recover memories of sexual abuse that they might have experienced in childhood. A major shortcoming of this advice is that:
- A) most extremely stressful life experiences are never encoded into long-term memory.
 - B) it is very difficult to retrieve stored memories that have not been recalled for a long period of time.
 - C) by the time one experiences the symptoms of distress that result from abuse, there is very little one can do to find relief.
 - D) people experience these symptoms of distress for a variety of reasons others than sexual abuse.
73. Research on memory construction indicates that memories of past experiences are likely to be:
- A) difficult to retrieve but never completely lost.
 - B) distorted by our current assumptions.
 - C) much more vivid if they are seldom rehearsed.
 - D) retrieved in the very same form and detail as they were originally encoded.
74. Ebbinghaus's use of nonsense syllables to study memory led to the discovery that:
- A) the amount remembered depends on the time spent learning.
 - B) what is learned in one mood is most easily retrieved in that same mood.
 - C) information that is automatically processed is rarely forgotten.
 - D) our sensory memory capacity is essentially unlimited.
75. A friend claims that the faster you read, the more you remember. Use your knowledge of effortful processing and effective encoding strategies to refute your friend's claim.
76. Craik and Tulving had subjects process words visually, acoustically, or semantically. In a subsequent recall test, which type of processing resulted in the greatest retention?
- A) visual
 - B) acoustic

- C) semantic
- D) Acoustic and semantic processing were equally beneficial.

77. A type of motivated forgetting in which painful memories are blocked from conscious awareness is:

- A) retroactive interference.
- B) proactive interference.
- C) the spacing effect.
- D) repression.
- E) priming.

78. Brenda has trouble remembering her new five-digit ZIP plus four-digit address code. What is the most likely explanation for the difficulty Brenda is having?

- A) Nine digits are at or above the upper limit of most people's short-term memory capacity.
- B) Nine digits are at or above the upper limit of most people's iconic memory capacity.
- C) The extra four digits cannot be organized into easily remembered chunks.
- D) Brenda evidently has an impaired implicit memory.

79. After learning that kicking would move a crib mobile, infants showed that they recalled this learning best if they were tested in the same crib. This best illustrates the effect of _____ on recall.

- A) the serial position effect
- B) retrieval cues
- C) state-dependent memory
- D) the spacing effect
- E) the method of loci

80. Loftus and Palmer asked two groups of observers how fast two cars had been going in a filmed traffic accident. Observers who heard the vividly descriptive word "smashed" in relation to the accident later recalled:

- A) broken glass at the scene of the accident.
- B) that the drivers of the vehicles were intoxicated.
- C) that the drivers of the vehicles were males.
- D) the details of the accident with vivid accuracy.

81. Priming is to retrieval as rehearsal is to:

- A) encoding.
- B) chunking.
- C) imagery.
- D) repression.
- E) automatic processing.

82. Hearing the word "rabbit" may lead people to spell the spoken word "hair" as "h-a-r-e." This best illustrates a process known as:

- A) chunking.
- B) retroactive interference.
- C) the method of loci.
- D) repression.
- E) priming.

83. The eerie feeling of having been somewhere before is an example of:

- A) state dependency.
- B) encoding failure.
- C) priming.
- D) déjà vu.

84. The title of a song is on the tip of Gerard's tongue, but he cannot recall it until someone mentions the songwriter's name. Gerard's initial inability to recall the title was most likely caused by:

- A) a physical decay of stored memory.
- B) encoding failure.
- C) state-dependent memory.
- D) retrieval failure.
- E) repression.

85. It is easier to recall information that has just been presented when the information:

- A) consists of random letters rather than words.
- B) is seen rather than heard.
- C) is heard rather than seen.
- D) is experienced in an unusual context.

86. Our short-term memory span is approximately _____ items.

- A) 2
- B) 5
- C) 7
- D) 10

87. According to the serial position effect, when recalling a list of words you should have the greatest difficulty with those:

- A) at the beginning of the list.
- B) at the end of the list.
- C) at the end and in the middle of the list.
- D) at the beginning and end of the list.
- E) in the middle of the list.

88. The effect of moods on our interpretation of new information suggests that our emotional states influence the process of:

- A) repression.
- B) encoding.
- C) storage.
- D) retrieval.
- E) relearning.

89. Elaine recalls last year's Paris vacation more positively than she evaluated it when it occurred. This best illustrates:

- A) the self-reference effect.
- B) source amnesia.
- C) proactive interference.
- D) rosy retrospection.
- E) the spacing effect.

90. The conscious repetition of information in order to maintain it in memory is called:
- A) automatic processing.
 - B) rehearsal.
 - C) priming.
 - D) chunking.
91. Which of the following measures of retention is the least sensitive in triggering retrieval?
- A) recall
 - B) recognition
 - C) relearning
 - D) déjà vu
92. Memory researchers are suspicious of long-repressed memories of traumatic events that are "recovered" with the aid of drugs or hypnosis because:
- A) such experiences usually are vividly remembered.
 - B) such memories are unreliable, and easily influenced by misinformation.
 - C) memories of events happening before about age 3 are especially unreliable.
 - D) of all of the above reasons.
93. Which of the following sequences would be best to follow if you wanted to minimize interference-induced forgetting in order to improve your recall on the psychology midterm?
- A) study, eat, test
 - B) study, sleep, test
 - C) study, listen to music, test
 - D) study, exercise, test
94. The three-stage processing model suggests that we register information in _____ before it is _____ into short-term memory.
- A) sensory; retrieved
 - B) long-term; retrieved
 - C) sensory; encoded
 - D) long-term; encoded
95. Passing an electric current through the brain during electroconvulsive therapy is most likely to disrupt _____ memory.
- A) implicit
 - B) mood-congruent
 - C) short-term
 - D) flashbulb
96. Lewis cannot remember the details of the torture he experienced as a prisoner of war. According to Freud, Lewis's failure to remember these painful memories is an example of:
- A) repression.
 - B) retrieval failure.
 - C) state-dependent memory.
 - D) flashbulb memory.
 - E) implicit memory.
97. Textbook chapters are often organized into _____ in order to facilitate information processing.

- A) mnemonic devices
- B) chunks
- C) hierarchies
- D) recognizable units

98. 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

99. Which of the following is the best example of a flashbulb memory?

- A) suddenly remembering to buy bread while standing in the checkout line at the grocery store
- B) recalling the name of someone from high school while looking at his or her yearbook snapshot
- C) remembering to make an important phone call
- D) remembering what you were doing the day high school students were killed in Littleton, Colorado

100. After her last drinking spree, Karen hid a half-empty liquor bottle. She couldn't remember where she hid it until she started drinking again. Karen'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.

Answer Key - 01.01.24:AP Psychology 12:Chap 9.ef

- 1. B
- 2. D
- 3. C
- 4. C
- 5. C
- 6. A
- 7. D
- 8. B
- 9. A
- 10. D
- 11. B
- 12. D
- 13. B
- 14. D
- 15. B
- 16. E
- 17. D
- 18. D
- 19. E
- 20. C
- 21. E
- 22. A
- 23. B

- 24. B
- 25. A
- 26. C
- 27. E
- 28. E
- 29. C
- 30. D
- 31. D
- 32. E
- 33. D
- 34. B
- 35. D
- 36. A
- 37. D
- 38. B
- 39. C
- 40. C
- 41. C
- 42. A
- 43. B
- 44. A
- 45. B
- 46. D
- 47.
- 48. C
- 49. B
- 50. C
- 51. E
- 52. B
- 53. D
- 54. C
- 55. E
- 56. C
- 57. D
- 58. A
- 59. A
- 60. A
- 61. C
- 62. C
- 63. D
- 64. D
- 65. B
- 66. C
- 67. D
- 68. E
- 69. A
- 70. D
- 71. C
- 72. D
- 73. B
- 74. A
- 75.
- 76. C
- 77. D
- 78. A
- 79. B

- 80. A
- 81. A
- 82. E
- 83. D
- 84. D
- 85. C
- 86. C
- 87. E
- 88. D
- 89. D
- 90. B
- 91. A
- 92. D
- 93. B
- 94. C
- 95. C
- 96. A
- 97. C
- 98. A
- 99. D
- 100. E