**Chapter 6**

**Memory**

**Questions**

1. When a list of words is presented to subjects, they tend to remember those at the beginning and at the end of the list more easily than those in the middle, because of

a. the primacy effect

b. the serial position effect

c. the priming process

d. rehearsal

2. Working memory appears to be "orchestrated" by the \_\_\_\_\_\_\_, a region of the brain long known to be involved in most high-level cognitive functions.

a. hippocampus

b. hypothalamus

c. prefrontal cortex

d. occipital cortex

3. Declarative memory can involve either \_\_\_\_\_\_\_ or \_\_\_\_\_\_\_ memory.

a. semantic; phonemic

b. semantic; structural

c. explicit; implicit

d. semantic; episodic

4. In a classical conditioning procedure in which a tone is paired with electric shock, patients with an intact hippocampus but a damaged amygdala

a. have no conscious idea that the tone is associated with shock, but show a conditioned fear response to it nonetheless

b. consciously know that the tone is associated with shock, and show a conditioned fear response to it

c. consciously know that the tone is associated with shock, but show no conditioned fear response to it

d. have no conscious idea that the tone is associated with shock, nor show a conditioned fear response to it

5. Many students report that it is much easier for them to recall information when they write an in-class test in the same room as they take a the course than when they write the final examination in an examination hall or the gym. A possible reason for this difference is

a. interference

b. retrieval cues

c. motivated forgetting

d. memory decay

6. Maria's method of trying to remember the important topics for her exam, in the previous question, involves using

a. the method of loci

b. the SQ3R method

c. the deep processing method

d. none of the above

7. Pieces of information along a network of associations are called \_\_\_\_\_\_\_.

a. nodes

b. loci

c. files

d. schemas

8. Research on forgetting shows that

a. forgetting follows a typical pattern with a gradual initial loss of information, with the rate of loss increasing with time

b. the pace at which information is forgotten is quite different when the time period is hours than when the time period is years

c. forgetting follows a typical pattern with a rapid initial loss of information, and only a gradual loss thereafter

d. all of the above

9. Dave's voice-mail at the office uses different number keys to play, save, or delete messages than his voice-mail at home. Dave found it very hard to use his office voice-mail. "It just doesn't make sense," he said. "I didn't have this much trouble learning my voice-mail at home. But now I can't get the numbers straight at all!" This problem where previously stored memories interfere with the retrieval of new information is called

a. retroactive interference

b. motivated forgetting

c. proactive interference

d. state-dependent learning

10. \_\_\_\_\_\_\_ refers to the process of explicitly instructing yourself to forget ("Oops, forget that. That's the wrong address. The right address is ...").

a. proactive interference

b. memory decay

c. repression

d. motivated forgetting

**Answers**

1. b

2. c

3. d

4. c

5. b

6. a

7. a

8. c

9. c

10. d