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**Memory CH 9 Clicker Questions**

1. Which of the following examples best illustrates episodic memory?
2. Remembering that you got a bicycle for your 12th birthday.
3. Knowing that Christopher Columbus sailed in 1492.
4. Teaching someone how to play tennis.
5. Reciting the alphabet.
6. Understanding a conversation someone is having in a foreign language.
7. Which of the following brain structures plays an important role in memory storage, from STM to LTM?
8. Thalamus
9. Hypothalamus
10. Amygdala
11. Hippocampus
12. Cerebrum
13. When asked why she fears spiders, Sophia is unable to explain her fears, where they came from, or how she got them. This is an example of:
14. Semantic memory, which helps us avoid painful memories.
15. Episodic memory, which has knowledge of specific personal memories.
16. Procedural memory, which holds memories that we are not aware of.
17. Echoic memory, which holds memories we cannot retrieve.
18. Iconic memory, which allows us to forget fear-inducing thoughts.
19. According to the information-processing model (modal-model), which is the correct order of inputting information?
20. Encode semantically, retrieve elaborately, store information.
21. Retrieve from long-term memory, encode in short-term memory, encode in sensory memory.
22. Encode in sensory memory, encode in short-term memory, encode in long-term memory.
23. Store information, retrieve upon demand, encode necessary information.
24. Encode with sensory receptors. Store information, retrieve upon demand.
25. Which of the following statements is not true?
26. Deep processing involves elaborate rehearsal.
27. Automatic processing is unconscious encoding of information.
28. Interference results when new information enters short-term memory and pushes out old information.
29. Levels of processing theory says that remembering depends on how information is encoded.
30. Declarative memory involves memories for skills, habits, and things learned through classical conditioning.
31. Which of the following statements best explains one major difference between short-term memory and long term memory?
32. LTM is unlimited in capacity, while STM is not.
33. LTM holds only episodic memories, while STM does not.
34. LTM varies a great deal from one person to another, while STM does not.
35. In terms of processing, LTM comes directly after sensory memory while STM does not.
36. LTM depends on neural connections in the limbic system while STM does not.
37. The process of encoding information from short-term memory to long-term memory is most efficient when it:
38. Has a procedural manner
39. Involves some kind of association
40. Uses repetition
41. Does not use repetition
42. Uses semantic memory
43. What is the correct name of the memory files that contain related information about a specific topic or category?
44. Prototype
45. Nerve cell
46. Nodes
47. Network
48. Schema
49. Corey sits at his kitchen table to think about what he needs to buy at the grocery store. He is using his ability to:
50. recognize
51. recite
52. memorize
53. recall
54. initiate
55. One of the earliest psychologists to study memory and forgetting was Herman Ebbinghaus who used himself as a subject to test his own recall of a list of nonsense syllables, previously learned through rehearsal. From his work, he came up with the concepts of a forgetting curve. This suggests:
56. Remembering nonsense syllables can be encoded faster than meaningful information.
57. Old information will interfere with new information being encoded into LTM.
58. New information will interfere with onld information already stored in LTM.
59. Recall of meaningless information drops very soon after initial learning and then levels off.
60. Recall of meaningless information cannot be retrieved more than three hours after encoding.
61. The modal model of the mind specifies a set of control processes, including attention, rehearsal, encoding, and:
62. analysis.
63. conversion.
64. direction.
65. retrieval.
66. Which of the following statements best characterizes what is known about sensory memory?
67. There is a separate sensory memory store for each sensory system, each of which is presumed to hold, very briefly, all of the sensory input that enters that system.
68. There is only one sensory memory store for all of the sensory systems. This store can hold sensory input for up to 120 seconds.
69. There is a sensory memory store only for vision and hearing, each of which can store sensory input indefinitely.
70. There is a separate sensory memory store for each sensory system, each of which is presumed to hold, indefinitely, all of the sensory input that enters that system.
71. How is long-term memory different than working memory?
72. Long-term memory is active, whereas working memory is passive.
73. Long-term memory has unlimited capacity, whereas working memory has a limited capacity.
74. Working memory is a stored representation of everything a person knows, whereas long-term memory consists only of your present thoughts.
75. Long-term memory is a place where information is thought about, whereas working memory is a repository of information to be drawn upon as needed.
76. The mind unconsciously discriminates between useful information and less useful information through what process?
77. Selective attention
78. Discriminatory selection
79. Preattentive processing
80. Echoic memory
81. A psychologist conducts an experiment in which a picture is shown that contains a very subtle image of a balloon. Although the subjects in the experiment do not consciously notice the balloon image, when asked to draw a picture later, many subjects draw balloons in their pictures. This is an example of:
82. unconscious focused attention.
83. unconscious priming.
84. the Stroop interference effect.
85. the phonological loop.
86. If you had to memorize the series of letters FBINSACIA and did so by noting that FBI, NSA, and CIA are all names of governmental agencies, what technique of encoding information into long-term memory would you be using?
87. Rehearsal
88. Concentration
89. Elaboration
90. Chunking
91. We have all had the experience of the tip-of-the-tongue phenomenon. We are asked to remember someone’s name. We are certain that we know the name and feel as if we are just about to remember it, yet it remains elusive. What type of forgetting might be at work here?
92. Encoding failure
93. Retroactive interference
94. Retrieval failure
95. Motivated forgetting
96. You are asked to recall the names of the Seven Dwarfs in the Snow White fairy tale. You are familiar with the story and may have even seen a movie of the story, yet you cannot remember all seven names accurately. What type of memory problem might account for this?

# Retrieval failure

1. Encoding failure
2. Proactive interference
3. Storage failure