Introduction to Psychology
Learning and Memory Quiz

Instructions:

- Answer all questions.

- For Questions 1–5, choose the best option.

- For Questions 6–8, mark True or False.

- For Questions 9–10, write detailed answers with examples.

1. In Pavlov's classical conditioning experiments, the bell before conditioning was a:

   (A) Conditioned stimulus

   (B) Unconditioned stimulus

   (C) Neutral stimulus

   (D) Conditioned response

2. Which type of reinforcement schedule produces the highest, most consistent rate of response?

   (A) Fixed ratio

   (B) Variable ratio

   (C) Fixed interval

   (D) Variable interval

3. The "serial position effect" refers to the tendency to remember:

   (A) Items at the beginning and end of a list better than middle items

   (B) Emotional events more vividly

   (C) Information learned in a specific location

   (D) Names better than faces

4. Which memory system has a capacity of approximately 7 ± 2 items?

   (A) Sensory memory

   (B) Short-term memory

   (C) Long-term memory

   (D) Procedural memory

5. Retrograde amnesia involves:

   (A) Inability to form new memories

   (B) Loss of memories formed before the trauma

   (C) Forgetting how to perform learned skills

   (D) False memory formation

6. Punishment and negative reinforcement refer to the same concept in operant conditioning. (True/False)

7. The hippocampus is primarily involved in the formation of new declarative memories. (True/False)

8. Eyewitness testimony is generally considered highly reliable due to the accuracy of human memory. (True/False)

9. Compare and contrast classical conditioning and operant conditioning. Include the key researchers, mechanisms, and real-world applications of each.

10. Describe the multi-store model of memory (Atkinson-Shiffrin model). Discuss its strengths and at least two criticisms, referencing alternative models where appropriate.