

Test 2

Example Questions

Articulatory suppression can decrease or eliminate the word-length effect because

- a. saying "the, the, the" fills up the phonological loop.
- b. saying "la, la, la" forces participants to use visual encoding.
- c. talking makes the longer words seem even longer.
- d. elaborative rehearsal helps transfer information into LTM.

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- The effective duration of short-term memory, when rehearsal is prevented, is
 - a. just under a fraction of a second.
 - b. 15-20 seconds or less.
 - c. 1-3 minutes or more.
 - d. indefinite.

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- When light from a flashlight is moved quickly back and forth on a wall in a darkened room, it can appear to observers that there is a trail of light moving across the wall, even though physically the light is only in one place at any given time. This experience is an effect of memory that occurs because of
 - a) a visual delay effect.
 - b) echoic memory.
 - c) persistence of vision.
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- Suppose you (a student) are asked by a teacher to learn a poem you will recite in front of your class. Soon after, both you and a classmate, J.P., are asked by another teacher to learn the lyrics to an unfamiliar song. When you and J.P. are later asked to remember the song lyrics, you have a much more difficult time recalling them than J.P. does. This impairment of your performance is most likely attributable to
 - a) proactive interference.
 - b) your overloading the phonological loop.
 - c) a release from proactive interference.
 - d) a recency effect.

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- Which task should be easier? Keeping an image of a block letter "F" in your mind AND
 - a) saying "yes" for each corner that is an inside corner and "no" for each corner that is an outside corner?
 - b) pointing to the letter "Y" for each inside corner and "N" for each outside corner?
 - c) saying "no" for each corner that is an inside corner and "yes" for each corner that is an outside corner?
 - d) pointing to the letter "N" for each inside corner and "Y" for each outside corner?

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Ch. 6: LTM Structures

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- Regarding free recall of a list of items, which of the following will most likely cause the recency effect to disappear by preventing rehearsal from taking place?
 - a) Inserting a 30-second delay before recall
 - b) Presenting the stimulus list at a slower pace
 - c) Counting backward for 30 seconds before recall
 - d) Using a very long list (greater than 30 items at one item per second)

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- Lamar has just gotten a new job and is attending a company party where he will meet his colleagues for the first time. His boss escorts him around to small groups to introduce him. At the first group, Lamar meets four people and is told only their first names. The same thing happens with a second group and a third group. At the fourth group, Lamar is told their names and that one of the women in the group is the company accountant. A little while later, Lamar realizes that he only remembers the names of the people in the first group, though he also remembers the profession of the last woman he met (the accountant). Lamar's experience demonstrates
 - a) The phonological similarity effect
 - b) A build-up and release of proactive interference
 - c) The cocktail party phenomenon
 - d) A partial-report procedure

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- In which of the following examples of two different brain-injured patients (Tom and Tim) is a double dissociation demonstrated?
 - a) Both Tom and Tim have good episodic memory but poor semantic memory.
 - b) Tom and Tim both show deficits in episodic *and* semantic memory.
 - c) Tom has good semantic memory and poor episodic memory, while Tim has good episodic memory but poor semantic memory.
 - d) Both Tom and Tim have good semantic memory but poor episodic memory.

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- The following statement represents what kind of memory? "The Beatles stopped making music together as a group in the early 1970s."
 - a) Episodic
 - b) Semantic
 - c) Procedural
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- Phoebe steps up to the golf ball and hits it down the fairway. She sees that the ball is heading towards someone, so she yells "Fore!" After her two partners hit their balls, they pick up their bags and start walking to the next hole. But Phoebe says, "Wait a minute, I haven't teed off yet." This behavior shows that Phoebe has a problem with _____ memory.
 - a) semantic
 - b) procedural
 - c) episodic
 - d) working

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- Which task below would most likely be used to test for implicit memory?
 - a) Recognizing words that had been presented in an earlier list
 - b) Recalling the names of popular fairy tales
 - c) Matching Spanish vocabulary words with their English translations
 - d) Completing a word for which the first and last letter have been supplied

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Ch. 7: LTM encoding, retrieval, and consolidation

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- Elaborative rehearsal of a word will LEAST likely be accomplished by
 - a) repeating it over and over.
 - b) linking the new word to a previously learned concept.
 - c) using it in a sentence.
 - d) thinking of its synonyms and antonyms.

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- According to the levels of processing theory, which of the following tasks will produce the best long-term memory for a set of words?
 - a) Making a connection between each word and something you've previously learned
 - b) Deciding how many vowels each word has
 - c) Generating a rhyming word for each word to be remembered
 - d) Repeating the words over and over in your mind

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- According to your text, imagery enhances memory because
 - a) research shows people like pictures better than words, so there is an enhanced emotional response.
 - b) the brain processes images more easily than the meanings of words.
 - c) imagery can be used to create connections between items to be remembered.
 - d) pictures fit better with our basic instincts because children learn pictures before reading words.

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- Jenkins and Russell (1952) presented a list of words like "chair, apple, dish, shoe, cherry, sofa" to participants. In a test, participants recalled the words in a different order than the order in which they were originally presented. This result occurred because of the
 - a) tendency of objects in the same category to become organized.
 - b) effect of proactive interference.
 - c) way objects like dishes and shoes are encoded visually.
 - d) way the phonological loop reorganizes information based on sound during rehearsal.

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- Memory performance is enhanced if the type of task at encoding matches the type of task at retrieval. This is called
 - a) episodic-based processing.
 - b) elaborative rehearsal.
 - c) transfer-appropriate processing.
 - d) personal semantic memory.

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