Name: _____ Date: _____

1. When Sperling visually displayed three rows of three letters each for only one-twentieth of a second, research participants
   A) had a momentary photographic memory of all nine letters.
   B) recognized some of the letters but could not recall any of them.
   C) recalled only about seven of the letters due to storage limitations.
   D) recalled only half the letters because they did not have enough time to see all of them.
   E) formed a sensory memory of no more than a single letter.

2. Language refers to the
   A) spoken, written, or signed words and the ways they are combined to communicate meaning.
   B) rules by which we derive meaning from morphemes.
   C) ways we think about solving problems and communicating those solutions, including framing the issues.
   D) smallest distinctive sound units.
   E) rules for combining words into grammatically sensible sentences.

3. Babies' first demonstration of productive language occurs
   A) during the babbling stage.
   B) during the two-word stage.
   C) after the two-word stage.
   D) during the one-word stage.
   E) prior to the babbling stage.

4. After taking two years of college economics courses, Lionel thinks he knows enough about business to become a millionaire. Lionel should become more aware of
   A) the framing effect.
   B) the representativeness heuristic.
   C) functional fixedness.
   D) the belief perseverance phenomenon.
   E) overconfidence.

5. Professor Thompson's research focuses on the impact of prototypes on the speed of object recognition and identification. Which specialty area does this research best represent?
   A) cognitive psychology
   B) developmental psychology
   C) personality psychology
   D) biological psychology
   E) clinical psychology

6. Generating the single correct answer to an intelligence test question illustrates
   A) convergent thinking.
   B) reliability.
   C) the availability heuristic.
   D) factor analysis.
   E) standardization.

7. It is difficult to explain language acquisition solely in terms of imitation and reinforcement because children
   A) resent being corrected for grammatical mistakes.
   B) respond so positively to rewards for language use.
   C) acquire language even in the absence of social interaction.
   D) generate all sorts of sentences they have never heard before.
   E) employ telegraphic speech patterns before their second birthday.

8. Conscious memory of factual information is called _____ memory.
   A) procedural
   B) iconic
   C) implicit
   D) proactive
   E) explicit

9. The increase in synaptic firing potential that contributes to memory formation is known as
   A) automatic processing.
   B) chunking.
   C) long-term potentiation.
   D) proactive interference.
   E) the serial position effect.

10. The day after Kirsten was introduced to 13 people at a business luncheon, she could recall the names of only the first 4 people to whom she had been introduced. Her effective recall of these particular names best illustrates the benefits of
    A)   flashbulb memory.
    B)   rehearsal.
    C)   the serial position effect.
    D)   parallel processing.
    E)   automatic processing.

11. Police interrogators have been trained to ask less suggestive and more effective questions to avoid
    A)   the misinformation effect.
    B)   proactive interference.
    C)   long-term potentiation.
    D)   retroactive interference.
    E)   mood-congruent memory.

12. With respect to the controversy regarding reports of repressed memories of sexual abuse, statements by major psychological and psychiatric associations suggest that
    A)   the more stressful an experience is, the more quickly it will be consciously forgotten.
    B)   repression is the most common mechanism underlying the failure to recall early childhood abuse.
    C)   adult memories of experiences happening before age 3 are unreliable.
    D)   the accumulated experiences of our lives are all preserved somewhere in our minds.
    E)   professional therapists can reliably distinguish between their clients' true and false childhood memories.

13. Participants in one experiment were given entirely fabricated accounts of an occasion in which they had been lost in a shopping mall during their childhood. Many of these participants later falsely recollected vivid details of the experience as having actually occurred. This experiment best illustrated
    A)   the spacing effect.
    B)   the misinformation effect.
    C)   the self-reference effect.
    D)   mood-congruent memory.
    E)   proactive interference.

14. Using the mnemonic ROY G. BIV to remember the colors of the rainbow in the order of wavelength illustrates the use of
    A) an acronym.
    B) long-term potentiation.
    C) rosy retrospection.
    D) the spacing effect.
    E) the peg-word system.

15. Because she believes that boys are naughtier than girls, Mrs. Zumpano, a second-grade teacher, watches boys more closely than she watches girls for any signs of misbehavior. Mrs. Zumpano's surveillance strategy best illustrates
    A) functional fixedness.
    B) the representativeness heuristic.
    C) confirmation bias.
    D) the framing effect.
    E) the availability heuristic.

16. For a fraction of a second after the lightning flash disappeared, Ileana retained a vivid mental image of its ragged edges. Her experience most clearly illustrates the nature of
    _____ memory.
    A) flashbulb
    B) recall
    C) explicit
    D) implicit
    E) iconic

17. Heuristics are
    A) thinking strategies that often hasten insights.
    B) problem-solving strategies involving the use of trial and error.
    C) methodical step-by-step procedures for solving problems.
    D) mental groupings of similar objects, events, or people.
    E) simple thinking strategies for solving problems quickly and efficiently.

18. Marlene forgot to bring a pillow on the camping trip, so she spent a very uncomfortable and restless night. Unfortunately, she never thought of using her down-filled jacket as a pillow. Marlene's oversight best illustrates
    A) belief perseverance.
    B) the availability heuristic.
    C) overconfidence.
    D) functional fixedness.
    E) confirmation bias.

19. A televised image of a starving child had a greater impact on Mr. White's perception of the extensiveness of world hunger than did a statistical chart summarizing the tremendous scope of the problem. This suggests that his assessment of the world hunger problem is influenced by
    A)   the representativeness heuristic.
    B)   the availability heuristic.
    C)   the belief perseverance phenomenon.
    D)   confirmation bias.
    E)   fixations.

20. Explicit memory is to long-term memory as iconic memory is to _____ memory.
    A)   short-term
    B)   flashbulb
    C)   state-dependent
    D)   sensory
    E)   implicit

21. Which type of memory has an essentially unlimited capacity?
    A)   long-term memory
    B)   proactive memory
    C)   short-term memory
    D)   echoic memory
    E)   iconic memory

22. Jamille performs better on foreign language vocabulary tests if she studies the material 15 minutes every day for 8 days than if she crams for 2 hours the night before the test. This illustrates what is known as
    A)   automatic processing.
    B)   mood-congruent memory.
    C)   the spacing effect.
    D)   the serial position effect.
    E)   chunking.

23. The smell of freshly baked bread awakened in Mr. Hutz vivid memories of his early childhood. The aroma apparently acted as a powerful
    A)   retrieval cue.
    B)   spacing effect.
    C)   mnemonic.
    D)   implicit memory.
    E)   echoic memory.

24. The process of getting information out of memory is called
   A)   retrieval.
   B)   priming.
   C)   encoding.
   D)   rehearsal.
   E)   relearning.

25. Recalling the pleasurable high points of an experience while forgetting its more mundane moments helps explain
   A)   implicit memory.
   B)   the self-reference effect.
   C)   source amnesia.
   D)   mood-congruent memory.
   E)   rosy retrospection.

26. The use of heuristics rather than algorithms is most likely to
   A)   involve greater reliance on language skills.
   B)   save time in arriving at solutions to problems.
   C)   avoid the issue of functional fixedness.
   D)   minimize the overconfidence phenomenon.
   E)   yield more accurate solutions to problems.

27. Repeating someone's name several times shortly after being introduced to that person is an effective strategy for
   A)   rehearsal.
   B)   implicit memory.
   C)   automatic processing.
   D)   priming.
   E)   chunking.

28. You are most likely to automatically encode information about
   A)   dates in a history book.
   B)   politicians' names.
   C)   the sequence of your day's events.
   D)   friends' birthdays.
   E)   new phone numbers.

29. Semantic encoding is to visual encoding as _____ is to _____.
    A)   meaning; imagery
    B)   the serial position effect; the spacing effect
    C)   iconic memory; flashbulb memory
    D)   implicit memory; explicit memory
    E)   effortful processing; automatic processing

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

31. Memory of your familiar old e-mail password may block the recall of your new password. This illustrates
    A)   the serial position effect.
    B)   chunking.
    C)   retroactive interference.
    D)   source amnesia.
    E)   proactive interference.

32. Word meaning is to word order as _____ is to _____.
    A)   phoneme; grammar
    B)   nomenclature; semantics
    C)   semantics; syntax
    D)   concept; prototype
    E)   morpheme; phoneme

33. Some information in our fleeting _____ is encoded into short-term memory.
    A)   long-term memory
    B)   semantic memory
    C)   sensory memory
    D)   flashbulb memory
    E)   repressed memory

34. Encoding that occurs with no effort or a minimal level of conscious attention is known
    as
    A) automatic processing.
    B) chunking.
    C) state-dependent memory.
    D) long-term potentiation.
    E) recall.

35. A $100 coat marked down from $150 can seem like a better deal than the same coat
    priced regularly at $100. This best illustrates the importance of
    A) confirmation bias.
    B) framing.
    C) heuristics.
    D) belief perseverance.
    E) the availability heuristic.

36. By creating an outline in which specific facts and theories are located within the larger
    framework of major topics and subtopics, Jasmine can remember much more of what
    she reads in her textbooks. This best illustrates the benefits of
    A) hierarchical organization.
    B) the spacing effect.
    C) the serial position effect.
    D) parallel processing.
    E) implicit memory.

37. The rock musician was hit with a rotten egg while performing his latest hit song. The
    fact that you can recognize two different meanings for the word "hit" in the preceding
    sentence demonstrates the importance of
    A) prototypes.
    B) morphemes.
    C) syntax.
    D) linguistic determinism.
    E) semantics.

38. Andre first became suspicious of his roommate's honesty while trying to account for his own missing wallet. Although Andre later recalled that he had left his wallet in the glove compartment of his own car, his newly formed doubt about his roommate's honesty remained as strong as ever. Andre's irrational suspicion of his roommate best illustrates
    A) the framing effect.
    B) functional fixedness.
    C) the belief perseverance phenomenon.
    D) confirmation bias.
    E) the representativeness heuristic.

39. Many people perceive carjackings as more serious threats to their lives than failing to use seatbelts because carjackings are so much more memorable. This best illustrates the importance of
    A) the representativeness heuristic.
    B) the availability heuristic.
    C) functional fixedness.
    D) confirmation bias.
    E) belief perseverance.

40. Noam Chomsky has emphasized that the acquisition of language by children is facilitated by
    A) operant and classical conditioning techniques.
    B) the positive reinforcement that adults give children for speaking correctly.
    C) their ability to imitate the words and grammar modeled by parents.
    D) an inborn readiness to learn grammatical rules.
    E) the learned association of word sounds with various objects, events, actions, and qualities.

Answer Key

1. A
2. A
3. D
4. E
5. A
6. A
7. D
8. E
9. C
10. B
11. A
12. C
13. B
14. A
15. C
16. E
17. E
18. D
19. B
20. D
21. A
22. C
23. A
24. A
25. E
26. B
27. A
28. C
29. A
30. A
31. E
32. C
33. C
34. A
35. B
36. A
37. E
38. C
39. B
40. D