1. Retroactive interference involves the disruption of

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

3. In considering the seven sins of memory, misattribution is to the sin of ______ as blocking is to the sin of ______.
   A) retroactive interference; proactive interference
   B) distortion; forgetting
   C) proactive interference; retroactive interference

4. Which of the following best describes explicit memories?
   A) nondeclarative
   B) processed by the cerebellum
   C) acquired through classical conditioning
   D) include memory for general knowledge
   E) accessed without conscious recall

5. Unlike implicit memories, explicit memories are processed by the

6. Visually associating five items needed from the grocery store with mental images of a bun, a shoe, a tree, a door, and a hive best illustrates the use of
   A) the spacing effect. B) implicit memory. C) rosy retrospection. D) the peg-word system. E) serial position effect.

7. Kaylor remembers clearly when he first heard news of the 9/11 attack. Although his memory may be vivid and he has confidently related details of his story to others many times, Kaylor should be reminded that
   A) retroactive interference makes it harder to recall old information.
   B) source amnesia can affect how well we remember past events.
   C) misinformation can distort flashbulb memories.
   D) iconic memories decay quickly.
   E) when we are under stress, long-term potentiation diminishes our ability to form new memories.

8. Karl Lashley trained rats to solve a maze and then removed pieces of their cortices. He observed that storage of their maze memories
   A) was restricted to their right cerebral hemispheres.
   B) was restricted to their left and right frontal lobes.
   C) was restricted to their left and right occipital lobes.
   D) was not restricted to specific regions of the cortex.
   E) was not restricted to the association areas.

9. Reading a romantic novel caused Consuela to recall some old experiences with a junior high school boyfriend. The effect of the novel on Consuela's memory retrieval is an illustration of
   A) priming.
   B) chunking.
   C) source amnesia.
   D) automatic processing.
   E) the spacing effect.

10. Stereotypes can often influence the form in which information is retrieved from long-term memory. This fact is most relevant to appreciating the importance of
    A) long-term potentiation.
    B) automatic processing.
    C) memory construction.
    D) the spacing effect.
    E) visual encoding.

11. Tim, a third-grader, learns the sentence "George Eats Old Gray Rats And Paints Houses Yellow" to help him remember the spelling of "geography." Tim is using
    A) a mnemonic device.
    B) the peg-word system.
    C) the spacing effect.
    D) priming.
    E) the serial position effect.

12. James took special classes to learn Spanish in elementary school. As a young adult, he decided to serve in the Peace Corps and was sent to Guatemala. While he had forgotten most of his early Spanish training, he quickly remembered it. This illustrates that
    A) priming allows us to retrieve specific memories from a web of associations.
    B) retroactive interference does not affect the recall of childhood memories.
    C) the speed of relearning confirms that information is stored and accessible.
    D) source amnesia does not influence learning that occurs before a person is 8 years old.
    E) semantic encoding increases what can be recalled by providing more retrieval cues.

13. Professor Maslova has so many memories of former students that she has difficulty remembering the names of new students. The professor's difficulty best illustrates
    A) proactive interference.
    B) mood-congruent memory.
    C) retrieval cues.
    D) the spacing effect.
    E) source amnesia.

14. The quest for a physical basis of memory involves a search for a(n)
    A) flashbulb memory.
    B) spacing effect.
    C) mnemonic device.
    D) memory trace.
    E) iconic memory.

15. Words, events, places, and emotions that trigger our memory of the past are called
    A) retrieval cues.
    B) déjà vu.
    C) iconic traces.
    D) context effects.
    E) schemas.
16. For a moment after hearing his dog's high-pitched bark, Mr. Silvers has a vivid auditory impression of the dog's yelp. His experience most clearly illustrates _______ memory.  
A) short-term B) iconic C) mood-congruent D) implicit E) iconic  

17. Answering practice test questions about text material you have studied is a useful strategy for  
A) automatically processing complex information. D) becoming aware of what you do not yet know.  
B) facilitating the development of implicit memory. E) enhancing implicit memories.  
C) activating your state-dependent memory.  

18. We can encode many sensory experiences simultaneously, some automatically, because of which property of the brain?  
A) serial position effect B) parallel processing C) explicit memory D) long-term potentiation E) priming  

19. Memory aids that involve the use of vivid imagery and clever ways of organizing material are called  

20. Passing an electric current through the brain during electroconvulsive therapy is most likely to disrupt _______ memory.  
A) implicit B) mood-congruent C) short-term D) flashbulb E) iconic  

21. "The magical number seven, plus or minus two" refers to the storage capacity of _______ memory.  
A) short-term B) explicit C) flashbulb D) implicit E) sensory  

22. While your Mom is lecturing you about cleaning your room, you lose concentration. Then, suddenly you hear the significant words, "no car keys." When she asks, "Are you listening to me?" you are able to repeat the last few things she said before mentioning car keys. Which of the following best explains this phenomenon?  
A) Because you have heard the same lecture many times, rehearsal has caused it to be stored in long-term memory.  
B) Words stored in echoic memory will last for 3 to 4 seconds, so you can still recall her words.  
C) What your Mom said at the beginning and end of her lecture will be recalled because of the serial position effect.  
D) Because losing driving privileges is an emotional event, her words create a flashbulb memory.  
E) Hearing the words "car keys" leads to the priming of specific memories.  

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

24. Students who restudy course material at the end of a semester in order to pass the AP final exam are especially likely to demonstrate long-term retention of the course material. This best illustrates the value of  
A) implicit memory. B) the serial position effect. C) long-term potentiation. D) the spacing effect. E) chunking.  

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

26. A mental set is a  
A) methodical step-by-step procedure for solving problems.  
B) mental grouping of similar objects, events, or people.  
C) tendency to approach a problem in a way that has been successful in the past.  
D) group of conclusions derived from certain assumptions or general principles.  
E) specific way an issue is described that can significantly alter decisions.  

27. Eva had difficulty recognizing that a sea horse was a fish because it did not closely resemble her fish  

28. When we use the term Hispanic to refer to a category of people, we are using this word as a(n)  

29. When her teacher mentioned the arms race, Krista understood that the word "arms" referred to weapons and not to body parts. Krista's correct interpretation best illustrates the importance of  

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

31. Noam Chomsky argues that children's readiness to learn language is a(n)  
32. Research suggests that humans can most easily master the grammar of a second language during

33. When asked to indicate whether San Diego or San Antonio has more inhabitants, more German university students answered correctly than did American university students. This best illustrated the adaptive value of a(n)

34. A European visitor to the United States asked a taxi driver, “Can you please a ride to the airport me give?” This visitor has apparently not yet mastered the
A) phonemes B) syntax C) semantics D) phenotypes E) nomenclature

35. Chomsky's theory of language development suggests that children have an inborn
A) algorithm. B) category hierarchy. C) linguistic prototype. D) language acquisition device. E) representativeness heuristic

36. The most creative scientists are those who
A) investigate issues about which they have very little previous knowledge. B) are intrinsically motivated to solve problems. C) have little tolerance for ambiguity. D) demonstrate low levels of practical intelligence. E) use convergent thinking rather than divergent thinking.

37. Stockbrokers often believe that their own expertise will enable them to select stocks that will outperform the market average. This belief best illustrates
A) functional fixedness. B) the framing effect. C) the representativeness heuristic. D) overconfidence. E) belief perseverance.

38. 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) belief perseverance. B) the representativeness heuristic. C) confirmation bias.

39. Kevin so frequently uses threats to get his children to help with household chores that he fails to recognize that using rewards would be more effective in gaining their cooperation. Kevin's shortsightedness best illustrates
A) the representativeness heuristic. B) critical periods. C) the availability heuristic. D) a fixation. E) confirmation bias.

40. Framing refers to
A) a methodical step-by-step procedure for solving problems. B) the way in which a problem or issue is phrased or worded. C) the grouping of similar objects, events, or people into a category. D) a simple thinking strategy for solving problems efficiently. E) judging the likelihood of an event based on how well it matches a prototype.

41. Whorf's linguistic determinism hypothesis emphasizes that
A) infancy is a critical period for language development. B) all languages share a similar grammar. C) our linguistic proficiencies influence our social status. D) words shape the way people think. E) morphemes and phonemes build grammar and language.

42. Bilingual children, who inhibit one language while using the other, can better inhibit their attention to irrelevant information. This has been called
A) linguistic determinism. B) the language acquisition device. C) the bilingual advantage.

43. Smokers with a greater fear of flying than of smoking's toxicity best illustrate that we often have a greater fear of risks that are

44. Although Steve was certain that he answered between 70 and 80 items correctly on his biology test, he actually was right on only 55 items. Steve's misjudgment of his test performance illustrates
A) the representativeness heuristic. B) confirmation bias. C) the belief perseverance phenomenon.

45. Generating multiple possible answers to a problem illustrates
A) the representativeness heuristic. B) the availability heuristic. C) belief perseverance.

46. 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) personality psychology B) cognitive psychology C) biological psychology D) clinical psychology E) developmental psychology
47. Dean overestimates the proportion of family chores for which he takes sole responsibility because it's easier for him to recall what he has done than to recall what other family members have done. This best illustrates the impact of
A) overconfidence.  D) confirmation bias.
B) functional fixedness.  E) the availability heuristic.
C) the representativeness heuristic.

48. Tapes of abducted and brutalized children may lead many parents to experience exaggerated fears of letting their children walk to school. The exaggerated fears best illustrate the impact of
A) functional fixedness.  B) critical periods.  C) the framing effect.  D) the availability heuristic.  E) belief perseverance.

49. Anika resisted changing her answer to a test question after reminding herself that "it's always best to stick with your first answer." Anika's decision best illustrates the use of

50. Those who learn sign language as teens never become as fluent as children exposed to sign language from birth. This best illustrates the importance of
A) heuristics  B) telegraphic speech  C) a critical period  D) reinforcement  E) syntax