1. The misinformation effect best illustrates the dynamics of:

2. In order to remember the information presented in her psychology textbook, Susan often relates it to her own life experiences. Susan's strategy is an effective memory aid because it facilitates:
   A) iconic memory. B) semantic encoding. C) automatic processing. D) proactive interference. E) the serial position effect.

3. When Hailey told her roommate about the chemistry exam she had just completed, she knowingly exaggerated its difficulty. Subsequently, her memory of the exam was that it was as difficult as she had reported it to be. This best illustrates:
   A) flashbulb memory. D) the self-reference effect. B) the misinformation effect. E) proactive interference.
   C) mood-congruent memory.

4. The fact that elderly people are often less able than younger adults to recall recently learned information can be best explained in terms of the greater difficulty older people have with:

5. Speed-reading complex material yields little long-term retention because it inhibits:
   A) the serial position effect. B) retroactive interference. C) the next-in-line effect. D) proactive interference. E) rehearsal.

6. "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

7. Sabrina went to the store for furniture polish, carrots, pencils, ham, sponges, celery, notebook paper, and salami. She remembered to buy all these items by reminding herself that she needed food products that included meats and vegetables and that she needed nonfood products that included school supplies and cleaning aids. Sabrina made effective use of:
   A) the spacing effect. B) hierarchical organization. C) automatic processing. D) the "peg-word" system. E) the method of loci.

8. 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) the spacing effect. B) the serial position effect. C) mood-congruent memory. D) chunking. E) automatic processing.

9. As an aid to memorizing lengthy speeches, ancient Greek orators would visualize themselves moving through familiar locations. They were making use of:
   A) the serial position effect. B) the next-in-line effect. C) implicit memory. D) the method of loci. E) the spacing effect.

10. After hearing stories of things they both had and had not actually experienced with "Mr. Science," preschool children spontaneously recalled him doing things that were only mentioned in the stories. This best illustrates:

11. Reading a romantic novel caused Consuela to recall some old experiences with a 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.

12. The tendency for distributed study to yield better long-term retention than massed study is known as:
    A) the serial position effect. B) state-dependent memory. C) the spacing effect. D) the method of loci. E) chunking.

13. Negative recall primed by distressing emotions most clearly illustrates:
    A) repression. B) retroactive interference. C) the misinformation effect. D) proactive interference. E) mood-congruent memory.

14. Mnemonic devices such as the "peg-word" system make effective use of:
    A) flashbulb memory. B) visual imagery. C) state-dependent memory. D) the serial position effect. E) implicit memory.

15. The organization of information into meaningful units is called:
    A) automatic processing. B) the spacing effect. C) chunking. D) the method of loci. E) the "peg-word" system.

16. Compulsive gamblers frequently recall losing less money than is actually the case. Their memory failure best illustrates:
    A) source amnesia. B) proactive interference. C) the serial position effect. D) motivated forgetting. E) the next-in-line effect.

17. The letters Y, M, O, M, R, E are presented. Jill remembers them by rearranging them to spell the word "MEMORY." This provides an illustration of:
    A) chunking. B) the "peg-word" system. C) automatic processing. D) the spacing effect. E) the method of loci.

18. 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) retroactive interference. B) mood-congruent memory. C) proactive interference. D) the spacing effect. E) source amnesia.

19. In order to remember a list of the school supplies she needs, Marcy mentally visualizes each item at a certain location in her house. Marcy's tactic best illustrates the use of:
    A) iconic memory. B) state-dependent memory. C) the serial position effect. D) the method of loci. E) the spacing effect.
20. The next-in-line effect best illustrates:

21. Automatic processing occurs without:
A) iconic memory. B) semantic encoding. C) conscious awareness. D) long-term potentiation. E) sensory memory.

22. 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 self-reference effect. B) mood-congruent memory. C) the misinformation effect.

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24. Sigmund Freud emphasized that the forgetting of painful experiences is caused by a process that involves:

25. Many of the experimental participants who were asked how fast two cars in a filmed traffic accident were going when they smashed into each other subsequently recalled seeing broken glass at the scene of the accident. This experiment best illustrated:
A) proactive interference. B) the self-reference effect. C) the spacing effect.

26. Iconic memory is to echoic memory as ____ is to ____.
A) short-term memory; long-term memory B) automatic processing; effortful processing
C) explicit memory; implicit memory D) flashbulb memory; implicit memory
E) visual stimulation; auditory stimulation

27. When people are asked to recall a list of words they had earlier memorized, they often substitute synonyms for some of the words on the original list. This best illustrates the effects of:

28. After his last drinking spree, Fakim hid a half-empty liquor bottle. He couldn't remember where he hid it until he started drinking again. Fakim's pattern of recall best illustrates:
A) the spacing effect. B) proactive interference. C) mood-congruent memory. D) motivated forgetting.

29. The eerie sense of having previously experienced a situation is known as:
A) the next-in-line effect. B) the serial position effect. C) mood-congruent memory. D) source amnesia. E) déjà vu.

30. 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

31. Although Arturo has looked at his watch thousands of times, he is unable to recall whether the watch features Arabic or Roman numerals. This is most likely due to a failure in:

32. Which pioneering researcher made extensive use of nonsense syllables in the study of human memory?
A) Pavlov B) James C) Loftus D) Freud E) Ebbinghaus

33. After attending group therapy sessions for adult survivors of childhood sexual abuse, Karen mistakenly remembered details from others' traumatic life stories as part of her own life history. This best illustrates the dangers of:

34. Your consciously activated but limited-capacity memory is called ____ memory.
A) short-term B) implicit C) mood-congruent D) explicit E) automatic

35. Although Mr. Yanagita has recently learned to play poker quite well, he cannot consciously remember ever having played poker. It is likely that he has suffered damage to his:

36. Philippe has just completed medical school. In reflecting on his years of formal education, he is able to recall the names of all his instructors except the fifth-grade teacher who flunked him. According to Freud, his forgetting illustrates:
A) repression. B) proactive interference. C) retroactive interference. D) the serial position effect. E) the spacing effect.
37. After studying biology all afternoon, Alonzo is having difficulty remembering details of the organic chemistry material that he memorized that morning. Alonzo's difficulty best illustrates:
   A) transience. B) retroactive interference. C) the spacing effect. D) proactive interference. E) source amnesia.

38. Judy is embarrassed because she momentarily fails to remember a good friend's name. Judy's poor memory most likely results from a failure in:

39. Peterson and Peterson demonstrated that unrehearsed short-term memories for three consonants almost completely decay in as short a time as:
   A) 1 second. B) 12 seconds. C) 1 minute. D) 12 minutes. E) 1 hour.

40. Elaine's memory of her Paris vacation is more positive today than it was last year just after she went. This best illustrates:
   A) the self-reference effect. B) source amnesia. C) proactive interference. D) rosy retrospection. E) the spacing effect.

41. Most people misrecall the sentence, "The angry rioter threw the rock at the window" as "The angry rioter threw the rock through the window." This best illustrates the importance of:
   A) semantic encoding. B) retroactive interference. C) misinformation effect. D) iconic memory. E) mood-congruent memory.

42. 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) the method of loci. E) the next-in-line effect.

43. The association of sadness with memories of negative life events contributes to:

44. The relatively permanent and limitless storehouse of the memory system is called:

45. In an effort to remember how to spell "rhinoceros," Samantha spells the word aloud 30 times. She is using a technique known as:
   A) priming. B) rehearsal. C) the "peg-word" system. D) chunking. E) the method of loci.

46. The inability to recall which numbers on a telephone dial are not accompanied by letters is most likely due to:
   A) encoding failure. B) the spacing effect. C) retroactive interference. D) source amnesia. E) retrieval failure.

47. Although Yusef was having difficulty recalling the capital of the Netherlands, he quickly and correctly identified it after being given a list of cities in the Netherlands. Yusef's initial inability to recall the answer was due to a failure in:

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

49. Many people retain their classically conditioned fears without any conscious recollection of how or when those fears were learned. This best illustrates:

50. Hearing the word "rabbit" may lead people to spell the spoken word "haut" as "h-a-r-e." This best illustrates the outcome of a process known as:

51. Your ability to immediately recognize the voice over the phone as your mother's illustrates the value of:
   A) the spacing effect. B) implicit memory. C) acoustic encoding. D) chunking. E) state-dependent memory.

52. The accuracy of the flashbulb memories of those who witnessed the first bombings of Baghdad during the 2003 war in Iraq best illustrates that memory formation is facilitated by:
   A) the spacing effect. B) hierarchical organization. C) the method of loci. D) chunking. E) the body's release of stress hormones.

53. Incest survivors who lack conscious memories of their sexual abuse may sometimes be told that they are simply in a stage of "denial" and "repression." This explanation for their lack of abuse memories emphasizes:
   A) proactive interference. B) encoding failure. C) the misinformation effect. D) source amnesia. E) retrieval failure.

54. Donald Thompson, an Australian psychologist, was an initial suspect in a rape case. The rape victim confused her memories of Thompson and the actual rapist because she had seen Thompson's image on TV shortly before she was attacked. The victim's false recollection best illustrates:
   A) state-dependent memory. B) mood-congruent memory. C) the spacing effect. D) source amnesia. E) the next-in-line effect.

55. The often unconscious activation of particular associations in memory is called:

56. Rehearsal is to encoding as retrieval cues are to:
   A) chunking. B) relearning. C) priming. D) repression. E) the spacing effect.
57. Our immediate short-term memory for new material is limited to roughly ______ bits of information.
   A) 3  B) 7  C) 12  D) 24  E) 50

58. Rephrasing text material in your own words is an effective way of facilitating:

59. Karl and Dee had a joyful wedding ceremony. After their painful divorce, however, they began to remember the wedding as a somewhat hectic and unpleasant event. Their recollections best illustrate the nature of:
   A) proactive interference.  B) memory construction.  C) the spacing effect.  D) the serial position effect.  E) repression.

60. Those who are eager to use hypnosis in order to facilitate eyewitness recollections of the details of a crime should first be warned of the dangers of:

61. Karl and Dee had a joyful wedding ceremony. After their painful divorce, however, they began to remember the wedding as a somewhat hectic and unpleasant event. Their recollections best illustrate the nature of:
   A) proactive interference.  B) memory construction.  C) the spacing effect.  D) the serial position effect.  E) repression.

62. 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) automatic processing.  B) the next-in-line effect.  C) rehearsal.  D) flashbulb memory.  E) the method of loci.

63. Arnold so easily remembers his old girlfriend's telephone number that he finds it difficult to recall his new girlfriend's number. Arnold's difficulty best illustrates:

64. Automatic processing and effortful processing involve two types of:

65. Words, events, places, and emotions that trigger our memory of the past are called:

66. To recognize the active information processing that occurs in short-term memory, researchers have characterized it as ______ memory.
   A) iconic  B) working  C) flashbulb  D) implicit  E) repressed

67. Storage is to encoding as ______ is to ______.
   A) recognition; recall  B) imagery; mnemonics  C) rehearsal; retrieval  D) retention; acquisition  E) priming; relearning

68. Our immediate short-term memory for new material is limited to roughly ______ bits of information.
   A) 3  B) 7  C) 12  D) 24  E) 50

69. After learning that kicking would move a crib mobile, infants showed that they recalled this learning best if they were tested in the same crib. This best illustrates the impact of ______ on recall.
   A) the serial position effect  B) retrieval cues  C) state-dependent memory  D) the spacing effect  E) the method of loci

70. Craik and Tulving experimentally demonstrated that people effectively remember seeing a specific word after they decide whether that word fits into an incomplete sentence. This research highlighted the effectiveness of:
   A) the method of loci.  B) the "peg-word" system.  C) automatic processing.  D) semantic encoding.  E) the next-in-line effect.
75. Which of the following poses the greatest threat to the credibility of children's recollections of sexual abuse?
   A) the serial position effect   D) long-term potentiation
   B) the spacing effect   E) the next-in-line effect
   C) the misinformation effect

76. The serial position effect best illustrates the importance of:
   A) rehearsal   B) chunking   C) visual imagery   D) automatic processing   E) flashbulb memory.

77. When an eyewitness to an auto accident is asked to describe what happened, which test of memory is being used?
   A) reconstruction   B) recognition   C) rehearsal   D) recall   E) relearning

78. Priming is to retrieval as rehearsal is to:
   A) encoding   B) chunking   C) imagery   D) repression   E) automatic processing.