

Unit 4: Chapters 8 & 10

Multiple Choice

Identify the choice that best completes the statement or answers the question.

- ___ 1. Memory is often characterized as being similar to a computer because
- long-term memories are exact copies, like files on a hard drive.
 - memories are encoded, stored, and later retrieved.
 - the space available for the storage of memory is finite.
 - computers and the human mind both process information in a serial fashion.
- ___ 2. Regarding the memory processes, incoming information is first ____, then stored, and finally the memories must be ____, or taken out of storage to be useful.
- retrieved; encoded
 - encoded; retrieved
 - organized; encoded
 - retrieved; organized
- ___ 3. You and a friend are seated in the large auditorium psychology class. There are two students seated right behind you talking about what they did last weekend. You have trouble concentrating on what the teacher is saying, but you picked up on a lot of campus gossip from the conversation going on behind you. At the end of class, you relate to your friend the latest gossip heard during class, but she does not remember hearing any gossip and is really worried about how she will complete the new assignment that the teacher discussed today. You think, "What new assignment?" This explains the difference in your and your friend's ____ during class.
- short-term memory
 - redintegrative memory
 - selective attention
 - constructive processing
- ___ 4. ____ memories are most often stored phonetically (by sound).
- Eidetic
 - Short-term
 - Iconic
 - Procedural
- ___ 5. Regarding short-term memory (STM), which of the following statements is FALSE?
- STM has a limited storage capacity.
 - Although information can be stored in STM in images, it is generally stored phonetically.
 - It is very difficult to do more than one task at a time in STM.
 - Once information is placed in STM, it is permanently stored.
- ___ 6. The critical factor determining whether information goes from short-term memory to long-term memory is its
- length.
 - complexity.
 - meaning.
 - diversity.
- ___ 7. The meaning and importance of information has the strongest impact on ____ memory.
- sensory
 - eidetic
 - long-term
 - procedural
- ___ 8. Nelson Cowan believes that short-term memory may actually hold only ____ items, unless some chunking has occurred.
- two

- b. four
 - c. eight
 - d. ten
- _____ 9. Memories elicited by the electrical stimulation of the brain suggest that
- a. some seemingly forgotten experiences are stored.
 - b. only recent memories can be electrically triggered.
 - c. every experience a person has ever had is permanently recorded in memory.
 - d. long-term memory disruption is caused by this procedure.
- _____ 10. Regarding the findings of recent brain stimulation experiments on memories, which of the following statements is FALSE?
- a. Researchers found that memory-like experiences were produced in about 50 percent of cases.
 - b. Researchers found that most of the experiences resembled dreams more than memories.
 - c. Researchers now believe that LTM memories are only relatively permanent.
 - d. Researchers found that many of the memory-like experiences were clearly imaginary.
- _____ 11. Regarding long-term memories, which of the following statements is/are TRUE?
- a. Gaps in one's memory are common.
 - b. It is possible to believe that you remember things that never happened.
 - c. As new long-term memories are stored, older memories are often updated, changed, lost, or revised.
 - d. All of these statements are true.
- _____ 12. If a person reports small gaps in his or her memory of past events, it is
- a. normal.
 - b. the early indications of Alzheimer's disease.
 - c. called amnesia.
 - d. possible he or she is lying, since memories are permanent.
- _____ 13. Jeannette is walking down a street when she passes a man smoking a pipe. When she smelled the smoke of this particular pipe tobacco, memories of her grandfather who smoked the same pipe tobacco began to flood her mind, although her grandfather had died over 25 years ago. Jeannette is experiencing
- a. semantic memories.
 - b. eidetic imagery.
 - c. echoic memories.
 - d. redintegration.
- _____ 14. Which of the following skills would an amnesia patient be the most likely to learn?
- a. learning a new telephone number
 - b. learning a new address
 - c. solving a complex puzzle in a normal amount of time
 - d. remembering the names of three new people who are introduced to the patient
- _____ 15. Psychologists have concluded that long-term memories fall into the following two categories:
- a. fact memory and mnemonic memory.
 - b. procedural memory and fact memory.
 - c. semantic memory and fact memory.
 - d. semantic memory and redintegration memory.
- _____ 16. Your son buys a used car that has a standard five-speed stick shift. Although you have only driven cars with automatic transmissions in the last several years, you are able to shift the gears in your son's car with relative ease. This ability to still use the clutch and shift gears on your son's car illustrates
- a. semantic memory.
 - b. declarative memory.
 - c. episodic memory.

- d. procedural memory.
- ___ 17. ___ memories are about the “what,” “where,” and “when” of our lives and make it possible for us to mentally travel back in time and re-experience events.
- Episodic
 - Eidetic
 - Semantic
 - Iconic
- ___ 18. Which of the following would be considered an episodic memory?
- remembering the multiplication tables
 - knowing who is the current president of the U.S.
 - remembering the accident you saw three weeks ago
 - knowing who the “Father of Psychology” is
- ___ 19. Regarding episodic memories, which of the following statements is FALSE?
- Episodic memories are more easily forgotten than semantic memories.
 - It is the forgetting of episodic memories that results in the formation of semantic memories.
 - Episodic memories have no connection to times and places.
 - Episodic memory is a type of declarative memory.
- ___ 20. In a study, people listened to the theme music from popular TV shows and then were asked to name the program the tune came from. This produced ___ experiences for about one out of five tunes.
- tip-of-the-tongue
 - eidetic imagery
 - proactive interference
 - retroactive interference
- ___ 21. The ability to predict beforehand whether one will be able to remember something is called
- semantic memory.
 - episodic memory.
 - tip-of-the-tongue state.
 - the feeling of knowing.
- ___ 22. Remembering the first and last items of a list better than items in the middle is due to
- the tip-of-the-tongue state.
 - redintegration.
 - the serial position effect.
 - the pseudo-memory effect.
- ___ 23. Motivation is the process of initiating, ____, directing, and terminating activities of the organism
- supplying
 - sustaining
 - surveying
 - satisfying
- ___ 24. In terms of motivation, a need is a(n)
- reinforcement response.
 - internal deficiency.
 - drive.
 - behavioral response.
- ___ 25. A ___ is defined as an energized motivational state.
- drive
 - goal
 - need
 - homeostasis

- _____ 26. The psychological state or feeling we call *thirst* or *hunger* corresponds to which element of motivation?
- need
 - drive
 - deprivation
 - incentive value
- _____ 27. Reaching _____, which satisfies one's need, will end the chain of events that make up the model of motivation.
- a drive
 - a goal
 - an incentive
 - a transductive level
- _____ 28. Learned motives involve needs
- such as for power and achievement.
 - that are innate but not necessary for survival.
 - that are not innate but necessary for survival.
 - that are innate and necessary for survival.
- _____ 29. The maintenance of steady states of temperature and blood pressure are examples of
- thermostasis.
 - homeostasis.
 - intrinsic motivation.
 - biological rhythm.
- _____ 30. When your body falls below its set point for body temperature, your body will automatically try to bring the body back into
- optimum potential level.
 - thermostatic potential.
 - homeostasis.
 - incentive levels.
- _____ 31. One might expect an ambassador forced to return on short notice to his or her native country to perform poorly because
- minimal needs for intellectual stimulation have not been met.
 - optimal needs for intellectual stimulation have not been met.
 - low levels of anxiety have risen to moderate levels.
 - circadian rhythms have been disrupted.
- _____ 32. If "cramming" for final exams, it is better to
- take frequent naps throughout the day in order to be able to stay awake at night.
 - give yourself a day to recover before pulling another "all nighter."
 - maintain your regular sleep pattern.
 - do none of these.
- _____ 33. The _____ regulates many motives, including hunger, thirst, and the sex drive.
- thalamus
 - hypothalamus
 - midbrain
 - hippocampus
- _____ 34. _____ is the proportion of body fat that tends to be maintained by changes in hunger or eating.
- Set point
 - Obesity limit
 - Critical weight
 - Weight standard
- _____ 35. In an experimental program, coyotes have been prevented from attacking livestock by

- a. poisoning the livestock, thereby removing temptation.
 - b. conditioning a "taste aversion" to the meat.
 - c. using electrified fencing to condition fear of livestock areas.
 - d. releasing coyotes conditioned to avoid livestock so that imitation will reduce attacks.
- ___ 36. Treatment for anorexia includes
- a. a medical diet to restore weight and health.
 - b. the use of drugs to relieve obsessive fears of gaining weight.
 - c. helping patients work on the emotional conflicts that led to weight loss.
 - d. all of these.
- ___ 37. If you were to take a drug that made your mouth constantly wet, your water intake would
- a. increase.
 - b. decrease.
 - c. remain normal.
 - d. not be predictable.
- ___ 38. You and a friend play three hours of racquetball. Afterwards, you are most likely to prefer
- a. plain water.
 - b. a slightly salty liquid.
 - c. a beverage containing some alcohol.
 - d. a sugary drink.
- ___ 39. You are driving cross-country and stop in at a fast food restaurant. You eat several cheeseburgers and a gargantuan mound of fries. After eating this food, you find yourself very thirsty. Your thirst would be best quenched by drinking
- a. plain water.
 - b. a slightly salty liquid.
 - c. a sugary carbonated soft drink.
 - d. a beverage containing some alcohol.
- ___ 40. Pain avoidance is unusual among the primary drives because it is
- a. cyclic rather than episodic.
 - b. unaffected by attitudes and learning.
 - c. characterized by avoidance rather than goal-seeking.
 - d. characterized by all of these.
- ___ 41. According to David McClelland, persons with a high need for achievement tend to take?
- a. high risks
 - b. moderate risks
 - c. low risks
 - d. no risks
- ___ 42. When we want to use knowledge from long-term memory to answer a question, the information is returned to ___ memory.
- a. episodic
 - b. eidetic
 - c. short-term
 - d. sensory
- ___ 43. Selective attention determines what information moves from
- a. short-term memory to long-term memory
 - b. sensory memory to short-term memory.
 - c. implicit memory to explicit memory
 - d. episodic memory to semantic memory
- ___ 44. Long-term memory
- a. has an unlimited storage capacity.

- b. is often referred to as working memory.
- c. retains information in phonetic code.
- d. is considered eidetic for most people.

- _____ 45. Which of the following is the most effective way to transfer information from short-term memory to long-term memory?
- a. eidetic imagery
 - b. elaborative rehearsal
 - c. maintenance rehearsal
 - d. decoding
- _____ 46. Which of the following would be considered intrinsic motivation?
- a. reading a book on history for extra credit to improve your grade
 - b. reading a book on history to impress your teacher
 - c. reading a book on history to increase your knowledge
 - d. all of these

47-50. Describe in detail your method of study/ preparation for PSY 200 exams.