



## Chapter 7 Exercises

### Review Questions

1. \_\_\_\_\_ is another name for short-term memory.
  - a. Sensory memory
  - b. Episodic memory
  - c. Working memory
  - d. Implicit memory
2. The storage capacity of long-term memory is \_\_\_\_\_.
  - a. one or two bits of information
  - b. seven bits, plus or minus two
  - c. limited
  - d. essentially limitless
3. The three functions of memory are \_\_\_\_\_.
  - a. automatic processing, effortful processing, and storage
  - b. encoding, processing, and storage
  - c. automatic processing, effortful processing, and retrieval
  - d. encoding, storage, and retrieval
4. The physical trace of memory is known as the \_\_\_\_\_.
  - a. engram
  - b. Lashley effect
  - c. Deese-Roediger-McDermott Paradigm
  - d. flashbulb memory effect
5. An exceptionally clear recollection of an important event is a(n) \_\_\_\_\_.
  - a. engram
  - b. arousal theory
  - c. flashbulb memory
  - d. equipotentiality hypothesis
6. \_\_\_\_\_ is when our recollections of the past are done in a self-enhancing manner.
  - a. Stereotypical bias
  - b. Egocentric bias
  - c. Hindsight bias
  - d. Enhancement bias
7. Tip-of-the-tongue phenomenon is also known as \_\_\_\_\_.
  - a. persistence
  - b. misattribution
  - c. transience
  - d. blocking
8. The formulation of new memories is sometimes called \_\_\_\_\_, and the process of bringing up old memories is called \_\_\_\_\_.
  - a. construction; reconstruction
  - b. reconstruction; construction
  - c. production; reproduction
  - d. reproduction; production
9. When you are learning how to play the piano, the statement “every good boy does fine” can help you remember the notes E, G, B, D, and F for the lines of the treble clef. This is an example of a(n) \_\_\_\_\_.
  - a. jingle
  - b. acronym
  - c. acrostic
  - d. acoustic
10. According to a study by Yogo and Fujihara (2008), if you want to improve your short-term memory, you should spend time writing about \_\_\_\_\_.
  - a. your best possible future self
  - b. a traumatic life experience
  - c. a trivial topic
  - d. your grocery list

11. The self-referencing effect refers to \_\_\_\_\_.
  - a. making the material you are trying to memorize personally meaningful to you
  - b. making a phrase of all the first letters of the words you are trying to memorize
  - c. making a word formed by the first letter of each of the words you are trying to memorize
  - d. saying words you want to remember out loud to yourself
12. Memory aids that help organize information for encoding are \_\_\_\_\_.
  - a. mnemonic devices
  - b. memory-enhancing strategies
  - c. elaborative rehearsal
  - d. effortful processing

### Critical Thinking Questions

13. Compare and contrast implicit and explicit memory.
14. According to the Atkinson-Shiffrin model, name and describe the three stages of memory.
15. Compare and contrast the two ways in which we encode information.
16. What might happen to your memory system if you sustained damage to your hippocampus?
17. Compare and contrast the two types of interference.
18. Compare and contrast the two types of amnesia.
19. What is the self-reference effect, and how can it help you study more effectively?
20. You and your roommate spent all of last night studying for your psychology test. You think you know the material; however, you suggest that you study again the next morning an hour prior to the test. Your roommate asks you to explain why you think this is a good idea. What do you tell them?