Memory Review Questions

1. When Roland couldn't recall an actor's name, he thought of movies the actor had starred in, hoping one of these might serve as a(n):
A. procedural memory
B. retrieval cue
C. mnemonic
D. iconic memory
E. episodic memory

2. This researcher tested himself with nonsense syllables to measure how memory fades:
A. Alan Baddeley
B. Daniel Schacter
C. George Miller
D. Hermann Ebbinghaus
E. George Sperling

3. Joan found it was easier to remember her customers' orders when she thought of them in categories such as appetizers, entrees, sides, drinks, etc. This is an example of:
A. the multi-store model
B. the method of loci
C. the serial position effect
D. selective attention
E. organizational encoding

4. Patient H.M. was able to learn new skills, such as drawing while looking at a mirror-image, suggesting that the hippocampus is not essential for the formation of:
A. explicit memory
B. declarative memory
C. procedural memory
D. source memory
E. eidetic memory

5. The chemical strengthening of neural connections due to repeated use is known as:
A. overlearning
B. chunking
C. primacy
D. persistence
E. long-term potentiation

6. After hearing several friends describe Bill falling at a party she attended, Alice came to believe that she witnessed this, demonstrating:
A. reconstructive memory
B. transactive memory
C. persistence
D. egocentric bias
E. consistency bias

7. Jaime needs to remember to take a pill early tomorrow morning, so he leaves the pill in front of his coffee maker tonight, making use of:
A. misattribution
B. levels of processing
C. the visuospatial sketchpad
D. prospective memory
E. false recognition

8. After an image was flashed on a screen, Max felt he could still see it for about a second, while it was in his:
A. echoic memory
B. implicit memory
C. source memory
D. iconic memory
E. semantic memory

9. In Christopher Nolan's 2000 film *Memento*, the protagonist, Leonard, suffers from an inability to form new long-term memories, known as:
A. cryptomnesia
B. retrograde amnesia
C. anterograde amnesia
D. absentmindedness
E. blocking

10. Michelle found that imagining herself taking part in historical events helped her to recall them, likely due to:
A. suggestibility
B. the self-referential effect
C. the testing effect
D. state-dependent memory
E. flashbulb memory

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1. B – retrieval cue

A retrieval cue is something that helps with recalling a memory and works because our memories are organized into networks of connected ideas. Activating one node in a network (a movie title) can spread to help activate others (the actor's name).

2. D – Hermann Ebbinghaus

Ebbinghaus tested himself with lists of nonsense syllables then systematically measured his performance, producing what is often known as a "forgetting curve" which shows that a large quantity of new material is forgotten quickly, then forgetting tapers off more gradually.

3. E – organizational encoding

Joan is using a form of organization in order to help her to encode this new information. This helps to provide a structure which can be useful when she later needs to retrieve the information.

4. C – procedural memory

H.M. is a famous patient whose hippocampi were surgically removed. H.M.'s ability to learn how to do new things, despite his inability to form new declarative memories, implied that the formation of procedural memories was not reliant on the hippocampus.

5. E – long-term potentiation

When a neural pathway is used repeatedly, chemical changes occur at the synapse which strengthen the neural connections. This is often summarized as "neurons that fire together, wire together".

6. A – reconstructive memory

The information Alice heard from friends is combined and integrated with her own memory of the party, and perhaps some imagined elements, and these all become part of a reconstruction in which she believes she witnessed Bill's fall.

7. D – prospective memory

This suggests that Jaime understands prospective memory, or memory for the future. He predicts now that he might forget to take the pill tomorrow morning, so he creates a retrieval cue that will direct his attention to the memory when he starts to make coffee first thing tomorrow morning.

8. D – iconic memory

Iconic memory refers to visual sensory memory. This is a highly detailed but very brief memory of a visual stimulus which lasts about 1 or 2 seconds then quickly fades. Attention can allow us to move some (but not all) of this information to short-term memory.

9. C – anterograde amnesia

This refers to amnesia "going forward" and applying to time after the traumatic event, in contrast to retrograde amnesia, which refers to forgetting of events that occurred prior to the traumatic event or injury.

10. B – the self-referential effect

The self-referential effect is a specific application of levels of processing theory in which information that is processed more deeply is better recalled. Connecting information to oneself and to one's self-schema can help us to encode and retrieve that information more effectively.

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