1. According to the traditional three-stage memory mode, the order in which information is stored in memory is
   a. short-term memory, long-term memory, sensory memory.
   b. sensory memory, short-term memory, long-term memory.
   c. long-term memory, short-term memory, sensory memory.
   d. short-term memory, sensory memory, long-term memory.

2. Which of the following statements are true regarding sensory memory?
   a. The duration of sensory memory is the same for each sensation.
   b. The duration of sensory memory is 30 seconds without rehearsal.
   c. The capacity for sensory memory is unlimited.
   d. All of the above.
   e. None of the above.

3. The relationship between sleep and memory is best exemplified by which of the following statements?
   a. Some organizing of information takes place while you sleep.
   b. During sleep false memories are created when dreams are incorporated into our memory.
   c. The less sleep we get when we age the better our short-term memories are.
   d. Researchers found that people who played educational tapes while sleeping were more likely to remember the material than people who played the educational tapes at various level of wakefulness.

4. Archer remembers his first day in combat in Afghanistan like it was yesterday, even though it was long ago. Archer
   is activating
   a. semantic memory.
   b. episodic memory.
   c. procedural memory.
   d. classically conditioned memory.

5. Which of the following brain structures are thought to be related to memory?
   a. corpus callosum
   b. amygdala
   c. medulla
   d. all of the above
   e. none of the above

6. When we tend to remember information presented early in a speech that we are listening to we are exhibiting the
   a. recency effect.
   b. primacy effect.
   c. distributive practice sequence.
   d. encoding specificity principle.

7. Doug was driving in his delivery truck when he was hit by a train. His truck was dragged for several miles before the train could come to a complete stop. Later he woke up in the hospital surrounded by his family. After spending the night in the hospital it turns out the only noticeable effect from the accident was that he had no memory for the week leading up to the accident; he forgot some information from his past. Doug suffered from
   a. retrograde amnesia.
   b. anterograde amnesia.
   c. retroactive interference.
   d. proactive interference.
8. The brains of people with Alzheimer’s disease are
   a. more likely to show tangles due to degenerating cell bodies.
   b. more likely to contain plaques due to degenerating axons and dendrites.
   c. more likely to forget personal experiences.
   d. all of the above

9. Which is not part of the three-stage model of memory?
   a. Sensory memory
   b. Parallel memory
   c. Short-term memory
   d. Long-term memory

10. Which is not a type of long-term memory
    a. Semantic memory
    b. Echoic memory
    c. Episodic memory
    d. Implicit memory

11. This is an internal record or representation of some prior event or experience.
    a) intellect
    b) cognition
    c) memory
    d) perception

12. The organization and shaping of information during processing, storage, and retrieval of memories is called _____.
    a) encoding
    b) memory process
    c) constructive process
    d) pneumonic process

13. The _____ approach suggests that a deeper analysis of meaning enables you to improve long-term memory.
    a) levels of processing
    b) episodic processing
    c) semantic processing
    d) consolidation

14. The process of repeating information over and over to maintain it in short-term memory is called _____.
    a) rote memorization
    b) mnemonic memory
    c) a reverberating circuit
    d) maintenance rehearsal

15. This is the subsystem within long-term memory that consciously stores facts, information, and personal life experiences.
    a) explicit/declarative memory
    b) sensory memory
    c) reverberating circuitry
    d) implicit memory

16. Your general knowledge of what you have learned so far in this course is called _____.
    a) nondeclarative memory
    b) implicit memory
    c) semantic memory
    d) episodic memory
17. This is an example of episodic memory.
   a) Freud is considered the father of psychology.
   b) Your age on your last birthday
   c) The sports scores from this week's newspaper
   d) The event leading up to your high school graduation

18. The memory subsystem that stores unconscious procedural skills, simple classically conditioned responses, and priming is called _____ memory.
   a) primary/unconscious
   b) Freudian unconscious
   c) implicit/nondeclarative
   d) nonverbal unconscious

19. This is an encoding technique linking new information to previously stored material in LTM.
   a) elaborative rehearsal
   b) shallow processing
   c) maintenance rehearsal
   d) hierarchical encoding

20. _____ theory suggests that we forget things because other information is blocking its storage or retrieval.
   a) Recall
   b) Proactive forgetting
   c) Blockage
   d) Interference

21. _____ interference occurs when new information interferes with the recall of old information.
   a) Novel
   b) Retroactive
   c) Forward-acting
   d) Neo-

22. Encoding failure is likely due to _____.
   a) deciding the information wasn't important enough to transfer to LTM
   b) a failure of sensory memory
   c) momentary inaccessibility
   d) a problem with STM

23. _____ theory suggests that forgetting is due to a momentary inability to recall permanently stored information due to interference, faulty cues, or emotional states.
   a) Decay
   b) Selective forgetting
   c) Retroactive forgetting
   d) Retrieval failure

24. A retrieval failure that involves a sensation of knowing something, but being temporarily unable to retrieve it is called _____.
   a) reintegration
   b) regressed repression
   c) the tip-of-the-tongue phenomenon
   d) state-dependent forgetting
25. The serial position effect suggests that people will remember _____ items better than _____ items on a list.
   a) middle and end; beginning
   b) beginning and end; middle
   c) beginning; middle or end
   d) end; middle or beginning

26. Distributed practice is a learning technique in which _____.
   a) subjects are distributed across equal study sessions
   b) learning sessions alternate with non-learning rest periods
   c) learning decays faster than it can be distributed
   d) several students study together, distributing various subjects according to their individual strengths

27. The long-lasting changes that take place in the structure and functioning of neurons when a memory is formed is due to:
   a) maintenance rehearsal
   b) adrenaline activation
   c) consolidation and long-term potentiation
   d) the reverberating response

28. Anterograde amnesia is the inability to _____ after an injury.
   a) form new memories
   b) recall old memories
   c) remember where you live
   d) recall your grade point average

29. Which model explains why activating one memory also activates related memories or concepts because of the way that information is organized in the brain?
   a) semantic network model
   b) activation-synthesis model
   c) sensory memory model
   d) elaboration likelihood model

30. The tendency of misleading information presented after an event to alter the memories of the event itself is called the:
   a) hindsight bias
   b) misinformation effect
   c) elaboration
   d) chunking
SENSATION & PERCEPTION PRACTICE

1. Receptor cells in the retina that are most sensitive in dim light and to grays and blacks are known as ________, whereas receptor cells in the retina that are most sensitive in bright light and for perceiving color are known as ________
   a. sclera; fovea
   b. fovea; sclera
   c. cones; rods
   d. rods; cones

2. Mark and Mindy are on a date. They decide to go out to dinner. The restaurant they are at is very noisy, but all they really can hear is each other talking. This is due to
   a. feature detectors.
   b. selective attention.
   c. the gate-control theory.
   d. habituation.

3. Converting a stimulus into a neural impulse is defined as
   a. sensation.
   b. perception.
   c. transduction.
   d. conversion.

4. The weakening of our response to a stimulus is known as sensory
   a. weakening.
   b. tolerance.
   c. acceptance.
   d. adaptation.

5. The brain seems “prewired” to pay attention to ________ in the environment.
   a. constants
   b. salients
   c. features
   d. changes

6. Sensation is the process of _____ raw sensory data from the internal and external world and transmitting it to the brain.
   a) receiving and translating
   b) selecting and organizing
   c) receiving and organizing
   d) selecting, receiving, and organizing

7. The process of selecting, organizing, and interpreting sensory data into usable mental representations of the world is called _____.
   a) perceptual accuracy
   b) illusory perception
   c) perception
   d) sensory perception

8. Tiny cells on your retina are detecting the contours of the letters on this page and sending that information to your brain. These are your ______ for vision.
   a) lenses
   b) receptors
   c) filters
   d) transmitters

9. Sensory reduction refers to the process of ______.
   a) reducing your dependence on a single sensory system
   b) decreasing the number of sensory receptors that are stimulated
   c) filtering and analyzing incoming sensations before sending a neural message to the cortex
   d) reducing environmental sensations by physically preventing your sensory organs from seeing, hearing, etc.
10. This is the curved, tough, protective transparent shield on the front of the eye through which light enters.
   a) pupil
   b) cornea
   c) lens
   d) chorid

11. Blue-eyed Tracy came out of the movie theater following a matinee. What kept Tracy from being blinded by too much sudden sunlight?
   a) her iris reduced the size of her pupil
   b) the clouds obscured the sun
   c) her contact lens were colored blue
   d) nothing; she was immediately and permanently blinded

12. The _____ is the transparent elastic structure that focuses light on the back of the eyes by changing shape.
   a) pupil
   b) iris
   c) fovea
   d) lens

13. _____ is the thickening or flattening of the lens that occurs when muscles change the shape of the lens so that it focuses light on the retina from objects at different distances.
   a) Adaptation
   b) Acquiescence
   c) Accommodation
   d) Assimilation

14. The light sensitive inner surface of the back of the eye, which contains rods and cones is called the _____.
   a) lens
   b) retina
   c) cornea
   d) fovea

15. The blind spot _____.
   a) is the part of the retina that contains no receptors
   b) is the area where blood vessels and the optic nerve exit the eye
   c) both of these options
   d) none of these options; there's no such thing

16. You are not usually aware of the blind spot in your eye because the lost information is filled in with _____.
   a) information from adjacent spots on the retina
   b) images from the other eye
   c) both of these options
   d) none of these options

17. When you enter a darkened environment, visual processing shifts from cones to rods. This is called _____.
   a) light adaptation
   b) light accommodation
   c) dark accommodation
   d) dark adaptation

18. _____ is the readiness to perceive in a particular manner, based on expectations.
   a) Perceptual affinity
   b) Perceptual set
   c) Expectancy theory
   d) Reference framing
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