MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

1) ______ is synonymous with short-term memory.
   A) Sensory register  B) Secondary memory
   C) Working memory  D) Shadow memory

2) When you listen to a conversation or song on the radio, or watch a television show, you are using ______ to hold onto and think about new information coming in from the sensory registers.
   A) shadow memory  B) long-term memory
   C) short-term memory  D) memory icons

3) Chunking is a means of ______.
   A) immediately forgetting irrelevant details
   B) storing long-term memories
   C) arranging details into a hierarchy from most to least important
   D) organizing information into meaningful units

4) Chunking is ______.
   A) most useful for storing information in the sensory registers
   B) equally useful for storing information in the sensory registers, short-term memory, and long-term memory
   C) most useful for storing information in long-term memory
   D) most useful for storing information in short-term memory

5) Information in short-term memory is coded ______.
   A) abstractly  B) phonologically only
   C) phonologically and visually  D) visually only

6) Research has shown that in short-term memory, memory for images ______.
   A) does not exist
   B) is generally better than memory for words
   C) is generally as good as memory for words
   D) is generally worse than memory for words
7) Arnie finally got the telephone number of a girl he’s been wanting to ask out for a date. Unfortunately, he had nothing to write the number on when it was told to him. To keep from forgetting the number, he simply repeats it aloud until he can find a pen and some paper. His memory tactic is called _______.
   A) deep processing  B) distractor inhibition  C) elaborative rehearsal  D) rote rehearsal
8) Rote rehearsal is also called _______.
   A) deep processing  B) chunking  C) elaborative rehearsal  D) maintenance rehearsal
9) What we are thinking of at any given moment, or what we commonly know as “consciousness,” is _______.
   A) cognitive dissonance  B) short-term memory  C) long-term memory  D) secondary memory
10) Material stored in short-term memory remains there for about _______ and then fades unless rehearsed or practiced.
    A) a few seconds  B) several minutes  C) one second  D) 1/4 of a second
11) If you want to remember something for a couple of minutes, the MOST effective device is _______.
    A) visual imagery  B) tactile imagery  C) rote rehearsal  D) elaborative rehearsal
12) The two primary tasks of short-term memory are to _______.
    A) store information permanently and to process how meaningful that information is
    B) hold on to information just long enough to begin initial processing by the nervous system and to selectively filter out irrelevant information
    C) store information permanently and to work on that (and other) information
    D) store information briefly and to work on that (and other) information
13) When we are pricing items in a grocery store, and we attempt to remember the prices of three different brands of 7-ounce cans of tuna fish by repeating them again and again, the information is being held in _______.
    A) the sensory registers  B) short-term memory  C) secondary memory  D) long-term memory
14) Short-term memory can hold _______ for _______.
    A) a vast number of items; a matter of seconds  B) a vast number of items; many years  C) only a few items; many years  D) only a few items; a matter of seconds
15) The fact that people recognize that M and m are the same letter faster than they recognize that M and m are the same letter is evidence that ______
   A) most verbal material in short-term memory is stored phonologically
   B) only through elaborative rehearsal can material be committed to long-term memory
   C) some verbal material in short-term memory is stored in visual form
   D) rote rehearsal helps to store information in short-term memory

16) Rotating an M until it is recognized as a W is evidence that we can process information in ______
   A) short-term memory visually
   B) long-term memory visually
   C) short-term memory phonologically
   D) long-term memory phonologically

17) You look up a telephone number in the directory. You find the name and the number: 3531416. For a split second, the image of the number resides in ______. The image fades quickly, yet you manage to keep the number in ______ through ______.
   A) the sensory register; LTM; mnemonics
   B) the sensory register; the sensory register; rote rehearsal
   C) STM; LTM; rote rehearsal
   D) the sensory register; STM; rote rehearsal

18) Different domain specific memory systems ______
   A) can operate at the same time with very little interference
   B) can operate at the same time, but greatly interfere with each other
   C) cannot operate at the same time
   D) can operate at the same time, but moderately interfere with each other

19) When two memory tasks are presented in different sensory modalities (for instance visual and auditory) ______
   A) they are equally as likely to interfere with each other as if they are in the same modality
   B) they are less likely to interfere with each other than if they are in the same modality
   C) they are more likely to interfere with each other than if they are in the same modality
   D) it becomes impossible to accomplish either task efficiently

20) It is easier to remember the names of seven people you just met at a party than it is to remember their addresses (even if both pieces of information were given to you at the same time), because there is a(n) ______
   A) direct relationship between the size of the chunks in short-term memory and their retention
   B) inverse relationship between the size of the chunks in short-term memory and their retention
   C) direct relationship between the size of the chunks in the sensory registers and their retention
   D) inverse relationship between the number of items in the sensory registers and their retention
21) Which of the following statements about short-term memory is **NOT** true?
   A) The critical factor for recall in short-term memory is the number of meaningful units involved.
   B) As the size of each chunk increases, the number of chunks that can be recalled declines.
   C) The ability to work on information competes constantly with the ability to store new information for a short time.
   D) Single words are harder to remember than phrases and sentences.

22) The most accurate description of short-term memory's capacity is probably to say that it can hold _______.
   A) between 5 and 10 bits of information
   B) as much information as can be heard in 1 to 4 seconds
   C) as much information as can be rehearsed in 1.5 to 2 seconds
   D) as much information as can be read in 3 to 5 seconds

23) It is now believed that short-term memory can hold as much information as can be repeated or rehearsed in _______ seconds.
   A) 2.0 – 3.5  B) 0.5 – 1.5  C) 1.5 – 2.0  D) 3.5 – 5.0

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

24) Grouping and organizing information so that it fits into meaningful units is called chunking.

25) Recent research suggests that short-term memory can hold as much information as long-term memory.

26) Short-term memory usually has only one task to perform at a time.

27) The capacity for short-term memory is greater with visual coding than acoustical coding.

28) Words or letters that we see are coded visually (not verbally) in short-term memory.
Answer Key
Testname: CH 6 MEMORY ST ONLINE QUIZ

1) C
   Page Ref: 190
2) C
   Page Ref: 190
3) D
   Page Ref: 191
4) D
   Page Ref: 191
5) C
   Page Ref: 192
6) B
   Page Ref: 192
7) D
   Page Ref: 192
8) D
   Page Ref: 192
9) B
   Page Ref: 190
10) A
    Page Ref: 192
11) C
    Page Ref: 192
12) D
    Page Ref: 190
13) B
    Page Ref: 192
14) D
    Page Ref: 192
15) C
    Page Ref: 192
16) A
    Page Ref: 192
17) D
    Page Ref: 190–192
18) A
    Page Ref: 192
19) B
    Page Ref: 192
20) B
    Page Ref: 192
21) D
    Page Ref: 192
22) C
    Page Ref: 191
23) C
    Page Ref: 191
Answer Key
Testname: CH 6 MEMORY ST ONLINE QUIZ

24) TRUE
   Page Ref: 191

25) FALSE
   Page Ref: 190 – 191

26) FALSE
   Page Ref: 190

27) TRUE
   Page Ref: 192

28) FALSE
   Page Ref: 192