Chapter 4: Representation in Memory

1. What is a proposition according to the classic models of associative memory?

    a. An idea that emerges from the consideration of several different related ideas

    b. A memory code in which nodes are ideas linked to other nodes, links being the relation between ideas

    c. A unit of memory that is stored among nonrelated units

    d. An affective or behavioral enactment of an idea stored in one's memory

2. A node is an idea that can be a(n):

    a. Noun

    b. Adjective

    c. Verb

    d. All of the above

3. In associative memory models, if a person recalls a certain idea, activating a node in their memory, what happens to that activation?

    a. It is contained, only activating that node unless deliberate effort is taken to recall other ideas

    b. Up to three other nodes surrounding the initial node are activated, all of which are directly linked to the initial node

    c. The activation spreads, moving out along links between the nodes

    d. None of the above

4. Jude helps his younger brother think of several different ways to remind himself of photosynthesis as a potential answer on an upcoming test (i.e. if it mentions plants, see if photosynthesis is involved; if it mentions the production of oxygen, see if photosynthesis is involved; etc.). What is Jude doing to help his brother with the upcoming exam?

    a. Jude is helping his brother create several retrieval routes to remembering photosynthesis

    b. Jude is strengthening his brother's working memory

    c. Jude is helping his brother develop embodied memory with regard to photosynthesis

    d. Jude is helping his brother remember photosynthesis through joint activation of the concept with exams

5. Which of the following brain regions is most closely associated with memory?

    a. Thalamus

    b. Amygdala

c. Superior temporal sulcus

d. Hippocampus

6. If you were a lawyer, which of the following would be least effective at preparing your witness to testify before court?

a. Frequently rehearsing of the testimony

b. Forming many alternative memory routes for each important fact

c. Preparing your own questioning to include several cues that will help to activate the witness's memory of their testimony

d. Having the witness draw detailed pictures of the event

7. Short-term memory is assumed to hold about how many pieces of information at a time?

a. Three

b. Seven

c. Ten

d. Fourteen

8. Long-term memory is virtually _____ in scope, but whether one can _____ their memories is not guaranteed.

a. Limited, temporarily store

b. Limited, retrieve

c. Unlimited, permanently store

d. Unlimited, retrieve

9. According to the PM-1 Model of social memory, what is the inconsistency advantage?

a. A phenomenon where one develops superior memory for items that are surprising

b. A phenomenon that produces extra associative linkages for items that are surprising

c. A phenomenon that increases alternative retrieval pathways and probability of recall for items that are surprising

d. All of the above

10. Rene sees a fire-truck for the first time and forms an impression of it. She goes home and describes the fire-truck to her brother Leo, who forms an impression of it based on memory. Which of the following best describes what happened?

a. Rene transferred a proposition to Leo

b. Rene and Leo underwent a process of anchoring and adjusting in forming a joint impression of the fire-truck

c. Rene formed an online impression of the fire-truck and Leo formed a memory-based impression of the fire-truck

d. All of the above

11. A vivid memory of your sixth birthday party would be best described as an example of which of the following?

a. Semantic memory

b. Episodic memory

c. Procedural memory

d. Declarative memory

12. Which scholar(s) proposed the PM-1 Model?

a. Thomas K. Srull & Robert S. Wyer

b. Reid Hastie

c. Solomon Asch

d. J.J. Gibson

13. According to the Person Memory Model, the inconsistency advantage may be limited to impressions with very _____ pieces of inconsistent information against a(n) _____ consistent information baseline

a. Many, extraordinarily

b. Few, extraordinarily

c. Many, sparsely

d. Few, sparsely

14. After a few weeks of the school year, Omar recognizes Frank to be particularly helpful and generous. In class, Frank fails to answer a professor's question correctly. When Frank brought up the incident to vent about how embarrassing it was, Omar tells him honestly that he doesn't really remember the incident that well. What could explain Omar's inability to recall the incident?

a. Given Omar's positive expectancy for Frank, Frank's inconsistent behavior made the incident less memorable for Omar

b. Frank failing to answer the question confused Omar's expectancy for Frank to be generous and helpful, dismantling Omar's initial impression of Frank

c. Omar's expectancy for Frank to be a generous person is irrelevant to Frank's intelligence, so Frank making a mistake in class was unmemorable for Omar

d. All of the above

15. What does the "TRAP" model stand for?

a. Theory of relations by associative pathways

b. Theory of retrieval by analyzing propositions

c. Twofold retrieval by association and proceduralization

d. Twofold retrieval by associative pathways

16. According to the TRAP model, an exhaustive retrieval strategy favors memory for _____, while the heuristic retrieval strategy favors memory for _____.

a. Inconsistency, consistency

b. Consistency, inconsistency

17. What sets apart associated systems theory (AST) from other associative memory models?

a. This theory posits that memory units participate in many different memory patterns, each unit just one feature of the whole

b. This theory introduces the idea of *if-then* automatic procedures built up through practice

c. This theory posits that representations of other people develop through several cognitive and other modalities—visual, verbal/semantic, affective, and action

d. This theory involves itself only in the strength of connections between certain memories

18. Which is an example of declarative memory?

a. Getting on your bike and remembering how to ride it

b. Driving a taxi and remembering all the street locations in the city

c. Opening your computer and remembering how to type an email

d. Sitting in your kayak and knowing how to get it moving

19. Declarative memory implicates which of the following brain structures?

a. The basal ganglia

b. The hippocampus

c. The temporal lobes

d. Both B and C

20. *Productions* are relevant to:

    a. Procedural memory

    b. Declarative memory

    c. Working memory

    d. All of the above

21. The phenomenon of past judgmental processes influencing current judgments and reactions is a function of:

    a. Declarative memory

    b. Working memory

    c. Implicit memory

    d. All of the above

22. Where associative network models emphasize certain patterns of information in memory, parallel distributed processing (PDP) models emphasize:

    a. The order of connections

    b. The organization of connections

    c. The content of connections

    d. The strength of connections.

23. The tensor-product model adapted the Van Overwalle connectionist model, but incorporated the Hebbian learning approach in place of:

    a. Consolidation

    b. Competition

    c. Primacy

    d. Recency

24. Which of the following is not a top-down sensory motor representation?

    a. Conception

    b. Imagery

    c. Priming

    d. None of the above

25. In the context of perceptual symbol systems (PSS), embodiment and affective experience are _____ affected by bottom-up sensory motor representation _____ top-down generalized concepts/images.

a. Reciprocally, and

b. Neither, nor

c. More, than

d. Less, than

26. What are fuzzy sets referring to?

   a. The phenomenon of forming object categories that overlap with 5 or more other categories

   b. The phenomenon of natural categories not having necessary and sufficient attributes

   c. The condition of a new category that will form overtime into a concrete set

   d. Both B and C

27. When Linda thinks of a mailman, she imagines a pleasant man in uniform, though she doesn't imagine a single mailman in particular. Linda is imagining her:

   a. Exemplar of mailmen

   b. Production of mailmen

   c. Prototype of mailmen

   d. Dynamical perspective of mailmen

28. When Tiberius thinks of runners, Usain Bolt immediately comes to mind. This is Tiberius's:

   a. Exemplar of runners

   b. Production of runners

   c. Prototype of runners

   d. Dynamical perspective of runners