

<http://www.learner.org/discoveringpsychology/09/e09expand.html>

This program looks at the complexity of memory: how images, ideas, language, physical actions, even sounds and smells are translated into codes that are represented in the memory and retrieved as needed.

Answer the following as you watch:

1. Memory can be affected by:

- a. context
- b. motivation
- c. biological state
- d. all of these

2. Herman Ebbinghaus researched memory showing that an initial rapid loss, followed by a slow decline occurred. What was missing from his study? Why did he do so poorly on his memory experiment?

- a. he didn't rehearse the material well enough
- b. he repressed the material
- c. he failed to use a mnemonic device
- d. the material had no context or was not meaningful

3. The order in which memory occurs is:

- a. encoding, storing, retrieving
- b. storing, encoding, retrieving
- c. retrieving, encoding, storing

4. T or F. Long term memory is essentially unlimited

5. T or F. Long term memory is available for a lifetime

6. Material stored in your memory is part of:

- a. related clusters
- b. associative networks
- c. branches of meaning

7. The length of time for short term memory is:

- a. .5 to 2 seconds
- b. up to 30 seconds
- c. 30 seconds to one minute

8. Short term, or working memory is all new information in current use. The amount of items that can held is:

- a. 4
- b. 10
- c. 3-7
- d. 5-9

9. The strategy for memory improvement in which you group related items is known as:

- a. rehearsal
- b. chunking
- c. mnemonic device

10. According to Gordon Bower what is the key to using a mnemonic device for improving your memory?

- a. repetition and rehearsal
- b. a dovetailing between the storage procedure and the retrieval plan

11. According to Freud, memory loss was affected by_____

- a. chunking b. rehearsal c. repression.**

12. The constructive process of remembering means we

- a. accentuate some details
- b. eliminate some information
- c. reinterpret some information
- d. all of these

13. Frameworks of our basic ideas of people, ideas and situations are known as:

- a. chunks b. referents c. schemas

14. The physical change in the brain when a memory is encoded is known as an:

- a. referent b. schema c. engram

15. Match the type of memory with its description:

- | | |
|----------------|-------------------------------|
| a. Procedural | what you know |
| b. Declarative | diary of personal experiences |
| c. Episodic | how to do things |

16. Karl Lashley searched for the engram He found that memory suffered when cortex tissue was removed.

T or F. Lashley was correct in determining that for simple and complex memories it didn't matter what part of the brain was removed.

17. Richard Thompson, uses rabbits as subjects to locate a memory engram. He found them in the:

- a. cerebrum b. amygdala c. cerebellum

18. Diana Woodruff-Pak studies early onset dementia and Alzheimer's disease. She says the memory neurotransmitter is:

- a. epinephrine b. norepinephrine c. acetylcholine