

you learned the acronym OCEAN to help you remember the Big Five Traits of Personality: Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism.

**Method of loci** is another mnemonic device used to remember information through associating an item with the actual place the item is found can help you remember an entire list of items. This method works best by walking through a familiar place like one's home or school. For example, if you don't want to use a grocery list, you might rely on the method of loci to remember what you need to buy at the store: to remember freezer items you might picture the freezer and the items that are normally located there. **The link method** involves linking a mental image with the content that is to be remembered. For example, if you need to remember to bring your book home you might link a picture of you doing homework with your book.

### AP Tip

An essay question might ask you to explain how mnemonic devices improve memory. Be prepared to give examples.

## Multiple-Choice Questions

- When asked to give an example of what a bird is, Tom replied, "Do you mean a robin?" For Tom, a robin is an example of a(n):
  - algorithm
  - mental set
  - concept
  - prototype
  - script
- Which of the following best describes the use of availability heuristics?
  - Jack believes that all secretaries are women.
  - Sam is completing a mathematical problem step by step.
  - Andrea fails to turn in an assignment, thinking it is due tomorrow.
  - Steve believes that more injuries occur in hockey than in baseball.
  - Angelica thinks that bulldogs are the best example of a dog.
- Jillian is struggling with a challenging physics problem she can't seem to solve. Which problem-solving strategy would she benefit from?
  - Functional fixedness
  - A representativeness heuristic
  - An availability heuristic
  - Insight
  - Incubation

4. One-year-old Hayden points to a horse and says “doggie.” Hayden is displaying
  - (A) overregularization
  - (B) telegraphic speech
  - (C) overextension
  - (D) incubation
  - (E) babbling
5. According to psychologists, what are the three components of language?
  - (A) Plasticity, morphemes, phonemes
  - (B) Plasticity, syntax and semantics, infinite creativity
  - (C) Syntax and semantics, finite creativity, displacement
  - (D) Symbolic, representativeness, available
  - (E) Symbolic, generative, and structured
6. Mr. Flanders asks Sean to deliver a message to Mrs. Rogers. Sean has never been to Mrs. Rogers’s room, but is told that it is two classrooms to the right of Mr. Smith’s room. Because Sean had Mr. Smith last year for psychology, he knows where Mrs. Rogers’s classroom is. Sean has used what component of thought to help him?
  - (A) Cognitive map
  - (B) Script
  - (C) Functional fixedness
  - (D) Mental set
  - (E) Algorithm
7. Many students often miss multiple-choice questions that state, “Which of the following does NOT” apply to a given question. Their failure to notice a differently worded question such as this is an example of which obstacle to problem solving?
  - (A) Functional fixedness
  - (B) Mental set
  - (C) Algorithm
  - (D) Confirmation bias
  - (E) Incubation
8. Clarisse goes to the store to purchase chips for her upcoming graduation party. Which problem-solving strategy would ensure that Clarisse finds the aisle containing the chips?
  - (A) Representativeness heuristic
  - (B) Availability heuristic
  - (C) Mental set
  - (D) Incubation
  - (E) Algorithm

9. Which of the following demonstrates the principle of confirmation bias?
- (A) After learning that her friend was depressed, Julie says, "Of course she was depressed. She never wanted to do anything."
  - (B) Joe is passionate about environmental conservation, and refuses to listen to or read any data that contradicts his views.
  - (C) Carly hears that the new English teacher loves to read books and attend plays. She then assumes that the teacher is female.
  - (D) Erica is trying to solve a physics problem, but cannot think of which equation to use to do so, and instead begins her math homework.
  - (E) Samantha wants to eat a can of soup but does not have a can opener, so she uses a knife to cut a hole in the soup can.
10. Jimmy is watching for the first time a slide show depicting the historical figures in psychology. At this point, Jimmy is utilizing which process of memory?
- (A) Linking
  - (B) Encoding
  - (C) Retrieval
  - (D) Gathering
  - (E) Stimulating
11. During class Maria was called upon to give the year her mother was born. After a brief moment, she was able to remember. Maria's answer is classified as a(n)
- (A) procedural memory
  - (B) semantic memory
  - (C) episodic memory
  - (D) nondeclarative memory
  - (E) flashbulb memory
12. Rosita was having a hard time remembering the material she learned in class and that she knew was going to be on a test. As she walked into her classroom on the day of the test she immediately started to remember the forgotten content. This sudden occurrence could be explained by
- (A) recency effect
  - (B) context-dependent or context cues memory
  - (C) primacy effect
  - (D) retrieval failure
  - (E) semantic association
13. Steve can only remember his old locker combination; he keeps forgetting his new combination. Steve is experiencing
- (A) blocking interference
  - (B) retroactive interference
  - (C) proactive interference
  - (D) repression interference
  - (E) suppression interference

14. Ray hurt his head in a recent car accident and as a result of the accident has been experiencing problems recalling past events. Ray's doctors told his parents that Ray may be suffering from
- (A) anterograde amnesia
  - (B) misinformation effect
  - (C) incomplete schemas
  - (D) retrieval failure
  - (E) retrograde amnesia
15. What psychologist believed that the forgetting of information will occur rapidly at first and will then level off, with the remaining information being retained for a long period of time?
- (A) Herman Ebbinghaus
  - (B) Donald Hebb
  - (C) Karl Lashley
  - (D) Sigmund Freud
  - (E) Elizabeth Loftus

## Free-Response Questions

1. The process of memory is said to be influenced by numerous factors. Explain how each of the following contributes to recall.
  - (a) Serial position effect
  - (b) Representativeness heuristics
  - (c) Framing effect
  - (d) Elaborative rehearsal
2. Jerry is preparing for a geography test on the names of the states and their capitals.
  - (a) Explain how each of the following would impact Jerry's taking the test. Be sure to define each term before citing an example that applies to the question.
    - (i) Context dependent memory
    - (ii) Cognitive map
  - (b) How might the following strategies aid Jerry in remembering the locations of the states, their names and the name of each state's capital?
    - (i) Method of Loci
    - (ii) Incubation