

Section **10-1**
Quiz

Taking in and Storing Information

SCORE

Matching

Match each item in Column A with the items in Column B. Write the correct letters in the blanks. (10 points each)

Column A

- D 1. transforming of information so the nervous system can process it
- A 2. system for remembering that involves repeating information to oneself without attempting to find meaning in it
- C 3. process by which information is maintained over a period of time
- B 4. process of grouping items to make them easier to remember
- E 5. process of obtaining information that resides in memory

Column B

- A. maintenance rehearsal
- B. chunking
- C. storage
- D. encoding
- E. retrieval

Multiple Choice

Choose the item that best completes each statement or answers each question. Write the letter of that item in the blank to the left of the sentence. (10 points each)

- B 6. In encoding memory, which of the following do you use when you attempt to keep a mental picture of the information?
 - A. acoustic codes
 - B. visual codes
 - C. sensory codes
 - D. semantic codes
- B 7. The things you have in your conscious mind right now are being held in your
 - A. long-term memory.
 - B. working memory.
 - C. sensory memory.
 - D. none of the above
- C 8. We are better able to recall information at the beginning and end of a list because of
 - A. episodic memory.
 - B. visual codes.
 - C. the primary-recency effect.
 - D. chunking.
- A 9. _____ memory holds auditory memory for one or two seconds.
 - A. Echoic
 - B. Iconic
 - C. Episodic
 - D. Procedural
- C 10. Time of occurrence is important in _____ memory.
 - A. echoic
 - B. iconic
 - C. episodic
 - D. semantic