

Advanced Brain and Mind Science

Cognitive Psychology · Answer Key · 12 Questions

1. According to George Miller's research, how many items can the average human working memory hold at once?

- A) 2 to 4
- B) 7 plus or minus 2**
- C) exactly 12
- D) up to 20

2. Which part of the brain is most responsible for turning short-term memories into long-term memories?

- A) Cerebellum
- B) Hippocampus**
- C) Occipital lobe
- D) Brainstem

3. What is the psychological term for 'thinking about your own thinking' processes?

- A) Metacognition**
- B) Sublimation
- C) Mnemonics
- D) Conditioning

4. Which type of sensory memory stores a brief, lingering visual image of something you just saw?

- A) Echoic memory
- B) Procedural memory
- C) Iconic memory**
- D) Semantic memory

5. In cognitive science, what is a step-by-step rule or procedure that guarantees a correct solution to a problem?

- A) Heuristic
- B) Algorithm**
- C) Trial and error
- D) Analogy

6. What is the name for the mental shortcut where we use the most typical example to represent a whole category?

- A) Prototype**
- B) Schema
- C) Script
- D) Concept

7. Which type of long-term memory is used to store general facts and knowledge about the world?

- A) Episodic memory
- B) Semantic memory**
- C) Implicit memory
- D) Sensory memory

8. In the 'Information Processing Model,' what is the first stage where information is converted into a form the brain can use?

- A) Storage
- B) Retrieval
- C) Encoding**
- D) Decoding

9. What is the phenomenon called when you can focus on one person's voice while ignoring many others in a loud room?

- A) Divided attention
- B) Serial position effect
- C) Selective attention**
- D) Blind sight

10. Which area of the brain is primarily associated with executive functions like planning and decision-making?

- A) Prefrontal cortex**
- B) Parietal lobe
- C) Temporal lobe
- D) Medulla

11. What happens when old information prevents you from learning or remembering new information?

- A) Retroactive interference
- B) Proactive interference**
- C) Decay
- D) Amnesia

12. Which type of memory allows you to remember how to perform physical tasks, such as riding a bike?

- A) Declarative memory
- B) Episodic memory
- C) Procedural memory**
- D) Iconic memory