

Cognitive Psychology Mastery Quiz

Cognitive Psychology · Answer Key · 10 Questions

1. Which memory store is characterized by its extremely limited capacity and brief duration, often described as holding sensory information for a fraction of a second?

- A) Semantic Memory
- B) Episodic Memory
- C) Sensory Memory**
- D) Working Memory

2. The phenomenon where recalling information is easier when the retrieval context matches the encoding context is known as:

- A) Encoding Specificity Principle**
- B) Levels of Processing
- C) Spreading Activation
- D) Chunking

3. According to Baddeley's model of working memory, which component is responsible for the temporary storage and manipulation of visual and spatial information?

- A) Phonological Loop
- B) Central Executive
- C) Episodic Buffer
- D) Visuospatial Sketchpad**

4. The 'tip-of-the-tongue' phenomenon, where an individual feels they know a word but cannot retrieve it, is most closely associated with failures in which type of memory retrieval?

- A) Procedural Memory
- B) Semantic Memory**
- C) Episodic Memory
- D) Implicit Memory

5. Which cognitive bias describes the tendency to rely too heavily on the first piece of information offered (the "anchor") when making decisions?

- A) Confirmation Bias
- B) Availability Heuristic
- C) Anchoring Bias**
- D) Hindsight Bias

6. The Stroop effect, where the naming of a color is slowed down when it is presented in the ink color of a different word (e.g., the word 'RED' printed in blue ink), demonstrates interference between which two cognitive processes?

- A) Attention and perception
- B) Reading and color naming**
- C) Memory and retrieval
- D) Problem-solving and decision-making

7. What is the primary function of the 'phonological loop' in Baddeley's model of working memory?

- A) Processing visual information
- B) Maintaining and manipulating auditory information**
- C) Integrating information from different modalities
- D) Controlling attentional resources

8. Which theory of attention proposes that information is filtered based on its physical characteristics before semantic processing occurs?

- A) Broadbent's Filter Model**
- B) Treisman's Attenuation Model
- C) Deutsch & Deutsch's Late Selection Model
- D) Posner's Spotlight Model

9. The ability to recognize a familiar face even when viewed from a different angle or under different lighting conditions is an example of:

- A) Top-down processing
- B) Bottom-up processing
- C) Perceptual constancy**
- D) Gestalt principles

10. The concept of 'encoding failure' suggests that forgetting can occur because information never made it into long-term memory. This is most relevant to which aspect of memory?

- A) Retrieval
- B) Consolidation
- C) Encoding**
- D) Reconstruction