

Introduction to Cognitive Psychology

Cognitive Psychology · Answer Key · 18 Questions

1. What is the term for the process of taking information into the brain?

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

2. Which part of the memory system holds information for a very short duration, usually less than 30 seconds?

- A) Long-term memory
- B) Short-term memory**
- C) Sensory memory
- D) Flashbulb memory

3. What is the ability to focus on specific stimuli while ignoring others called?

- A) Encoding
- B) Attention**
- C) Intelligence
- D) Perception

4. Which term refers to the mental structures that help people organize and interpret information?

- A) Schemas**
- B) Neurons
- C) Synapses
- D) Reflexes

5. What is the process of repeating information to keep it in short-term memory called?

- A) Chunking
- B) Encoding
- C) Rehearsal**
- D) Retrieval

6. What is the ability to retrieve information from long-term memory known as?

- A) Encoding
- B) Storage
- C) Recognition
- D) Recall**

7. Which part of the brain is most famously associated with the formation of new memories?

A) Hippocampus

B) Cerebellum

C) Brain stem

D) Occipital lobe

8. What is the process of grouping individual pieces of information into larger units called?

A) Rehearsal

B) Encoding

C) Chunking

D) Sensory input

9. Which type of memory involves the knowledge of facts and general world information?

A) Procedural memory

B) Episodic memory

C) Semantic memory

D) Implicit memory

10. What is the failure to notice a visible object when attention is directed elsewhere called?

A) Inattention blindness

B) Sensory adaptation

C) Perceptual set

D) Encoding failure

11. Which type of memory includes skills and habits like riding a bike?

A) Semantic

B) Episodic

C) Procedural

D) Declarative

12. What does 'cognition' primarily refer to?

A) Physical growth

B) Mental processes

C) Emotional regulation

D) Social interactions

13. Which memory type refers to personal experiences linked to specific times and places?

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

14. What is the name for the mental shortcut used to solve problems quickly?

- A) Algorithm
- B) Heuristic**
- C) Logic
- D) Insight

15. What do we call the initial stage of memory where environmental information is first received?

- A) Sensory memory**
- B) Short-term memory
- C) Long-term memory
- D) Working memory

16. Which of these is considered a 'higher-order' cognitive process?

- A) Reflexive blinking
- B) Breathing
- C) Problem solving**
- D) Heart rate

17. What is the tendency to remember the first items in a list called?

- A) Recency effect
- B) Primacy effect**
- C) Serial effect
- D) Encoding effect

18. What is the mental process of organizing and interpreting sensory information called?

- A) Sensation
- B) Perception**
- C) Encoding
- D) Attention