

# Milestones in Cognitive Psychology

Cognitive Psychology · Answer Key · 20 Questions

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**1. Who published 'Cognitive Psychology' in 1967, a seminal text that helped formalize the field as a distinct branch of psychology?**

- A) Ulric Neisser**
- B) George Miller
- C) Jerome Bruner
- D) Herbert Simon

**2. In 1956, George Miller published a famous paper proposing that the capacity of short-term memory is limited to how many items?**

- A) 3 plus or minus 1
- B) 5 plus or minus 2
- C) 7 plus or minus 2**
- D) 9 plus or minus 3

**3. The 'Serial Position Effect', describing how position influences recall, was famously researched and termed by which psychologist?**

- A) Hermann Ebbinghaus**
- B) Frederic Bartlett
- C) Edward Tolman
- D) Donald Broadbent

**4. Which 1958 model proposed that information from the environment is filtered before it reaches the brain's processing center?**

- A) Atkinson-Shiffrin Model
- B) Broadbent's Filter Model**
- C) Craik-Lockhart Model
- D) Baddeley's Working Memory Model

**5. In 1932, who published 'Remembering', introducing the concept of 'schemas' to explain how people reconstruct memories?**

- A) Jean Piaget
- B) Frederic Bartlett**
- C) Lev Vygotsky
- D) William James

**6. The 'Turing Test', which significantly influenced cognitive computational theories, was proposed in which year?**

A) 1942

**B) 1950**

C) 1956

D) 1962

**7. In the 1970s, who developed the 'Levels of Processing' framework, which shifted focus from memory stores to encoding depth?**

**A) Craik and Lockhart**

B) Tulving and Thomson

C) Baddeley and Hitch

D) Sperling and Melchner

**8. Who is credited with discovering the 'Word Superiority Effect', demonstrating that letters are recognized faster within words than in isolation?**

**A) James McKeen Cattell**

B) Saul Sternberg

C) Elizabeth Loftus

D) Michael Posner

**9. The 'Cognitive Revolution' is often traced back to a 1956 symposium held at which institution?**

A) Harvard University

**B) Massachusetts Institute of Technology**

C) Stanford University

D) University of Cambridge

**10. In 1960, who co-founded the Center for Cognitive Studies at Harvard University?**

A) B.F. Skinner and John Watson

**B) Jerome Bruner and George Miller**

C) Ulric Neisser and Alan Baddeley

D) Noam Chomsky and Herbert Simon

**11. Which early memory researcher used himself as the primary subject to discover the 'Forgetting Curve'?**

**A) Hermann Ebbinghaus**

B) William James

C) Wilhelm Wundt

D) Francis Galton

**12. What cognitive phenomenon did George Sperling demonstrate using a 'partial report' procedure in 1960?**

**A) Iconic sensory memory**

- B) Long-term potentiation
- C) Proactive interference
- D) Chunking

**13. The 'Working Memory Model', featuring the central executive and phonological loop, was introduced by Baddeley and Hitch in which year?**

A) 1964

**B) 1974**

- C) 1984
- D) 1994

**14. Noam Chomsky's 1959 critique of which work is considered a major catalyst for the cognitive revolution?**

**A) Skinner's 'Verbal Behavior'**

- B) Watson's 'Behaviorism'
- C) Pavlov's 'Conditioned Reflexes'
- D) Thorndike's 'Animal Intelligence'

**15. In 1969, who proposed the Hierarchical Network Model to explain how semantic memory is organized?**

**A) Collins and Quillian**

- B) Anderson and Bower
- C) Smith and Shoben
- D) Rumelhart and McClelland

**16. Which paradigm, introduced by Saul Sternberg in 1966, allows psychologists to study the speed of memory scanning?**

**A) Additive Factors Method**

- B) Stroop Effect
- C) Dual-Task Interference
- D) Rapid Serial Visual Presentation

**17. Who first documented the 'Stroop Effect', where naming the color of a word is delayed if the word is a conflicting color name?**

**A) John Ridley Stroop**

- B) Edward Thorndike
- C) Clark Hull
- D) Gordon Allport

**18. The 'Feature Integration Theory', which explains how we combine visual characteristics, was proposed by whom?**

- A) Anne Treisman**
- B) David Marr
- C) Irving Biederman
- D) Barbara Doshier

**19. What did Elizabeth Loftus's 1974 research on eyewitness testimony demonstrate regarding human memory?**

- A) Perfect recall accuracy
- B) Memory is reconstructive and malleable**
- C) Long-term memory decays linearly
- D) Flashbulb memories are always accurate

**20. In 1973, who famously distinguished between 'episodic' and 'semantic' memory?**

- A) Endel Tulving**
- B) Richard Shiffrin
- C) George Sperling
- D) Alan Baddeley