Bailey Allen

Chandler Ferguson

Hannah Kohlschmidt

Jessica Parker

Chapter Four Quiz

1. This illustrates that we are better able to access information if our internal state is the same at the time of recall as when we learned the information.

1. State-dependent retrieval
2. Cognitive learning
3. Strategic recall
4. Mind positioning

2. \_\_\_\_\_\_\_ assumes that memory fades with time; \_\_\_\_\_\_\_\_ occurs when additional information displaces previous information.

1. Degrading; Replacement
2. Decay; interference
3. Replacement; decay
4. Interference; decay

3. We can remember more about \_\_\_\_\_\_\_\_\_, the first brand to enter a new market, than \_\_\_\_\_\_\_\_\_\_, which are brands that follow in their footsteps.

1. Starter brands; copycat brands
2. Innovative brands; generic brands
3. Pioneering brands; following brands
4. Primary brands; secondary brands

4. What term refers to the tendency of stimuli similar to a conditioned stimulus to evoke similar, conditioned responses?

1. Stimulus Generalization
2. Stimulus Discrimination
3. Unconditioned Stimulus
4. Conditioned Response

5. What best describes Fixed-Interval Reinforcement?

1. The time that must pass before you get reinforced varies based on some average
2. After a specified time period has passed, the first response you make brings the reward
3. Reinforcement occurs only after a fixed number of responses
4. You get reinforced after a certain number of responses, but you don’t know how many responses are required

6. Which one of the following is NOT part of the observational learning process model?

1. Attention
2. Retention
3. Production Processes
4. Cognitive Learning

7.Which of the following is not part of the information processing approach?

1. Encoding
2. decoding
3. Storage
4. retrieval

8. What is a sensory memory?

1. Temporary storage of sensory information
2. Brief storage of information currently being used
3. Relatively permanent storage of information
4. Information subjected to deep processing

9. What is an evaluative reaction?

1. Memory stored as positive or negative emotions
2. Memories stored in terms of claims the brand makes
3. Memory stored in terms of the brands name
4. Memory stored in terms of how the product works or where it should be used

10. Which of the following is NOT a distinct memory system?

1. Sensory Memory
2. Short-Term Memory
3. Long-Term Memory
4. Cognitive Memory

1. A

2. B

3. C

4. A

5. B

6. D

7. B

8. A

9. A

10. D