

# Unit 6 - Week 04: Memory Introduction

## Course outline

How does an NPTEL online course work?

Week 0: Prerequisite

Week 01: History and Research Methods of Cognitive Psychology

Week 02: Object Perception and Recognition

Week 03: Attentional Processes and Cognition

Week 04: Memory Introduction

Lec 1 : Memory Introduction

Lec 2 : Short Term Memory

Lec 3 : Working Memory

Text Notes

Quiz : Assessment 04

Feedback form

Week 05: Long Term Memory

Week 06: Memory of General Knowledge

Week 07: Concept Formation

Week 08: Visual and Spatial Memory

Week 09: Human Language Skills

Week 10: Thought Process and Problem Solving

Week 11: Reasoning

Week 12: Decision Making

Download Videos

## Assessment 04

The due date for submitting this assignment has passed.  
As per our records you have not submitted this assignment.

**Due on 2020-02-26, 23:59 IST.**

All Questions are Compulsory

Marks [ 1 x 10 ]

1) The icon is said to be characterized by all of the following EXCEPT

1 point

- It holds information in a relatively unprocessed form
- It lasts about 20 seconds
- It can be "erased" by stimuli that are presented immediately afterward
- It can hold more information than can be reported

No, the answer is incorrect.

Score: 0

Accepted Answers:

*It lasts about 20 seconds*

2) Encoding occurs when

1 point

- information is presented to our senses
- information is translated into a form that other cognitive processes can use
- information is stored over a period of time
- information is called back from storage

No, the answer is incorrect.

Score: 0

Accepted Answers:

*information is translated into a form that other cognitive processes can use*

3) Information is held in \_\_\_\_\_ for 20 to 30 seconds

1 point

- sensory memory
- short-term memory
- long-term memory
- secondary memory

No, the answer is incorrect.

Score: 0

Accepted Answers:

*short-term memory*

4) Information such as the name of the person who sat in front of you in the fifth grade is stored in

1 point

- sensory memory
- short-term memory
- working memory
- long-term memory

No, the answer is incorrect.

Score: 0

Accepted Answers:

*long-term memory*

5) Information is stored in iconic memory for

1 point

- less than 1 second
- 5–10 seconds
- about 20 seconds
- up to 1 year

No, the answer is incorrect.

Score: 0

Accepted Answers:

*less than 1 second*

6) Information in short-term memory is assumed to be coded primarily by

1 point

- sound
- meaning
- visual appearance
- both sound and meaning

No, the answer is incorrect.

Score: 0

Accepted Answers:

*sound*

7) Retrieval involves

1 point

- the activation of the senses
- the translation of information into a form that can be stored
- the storage of information over time
- the calling to mind of previously stored information

No, the answer is incorrect.

Score: 0

Accepted Answers:

*the calling to mind of previously stored information*

8) When information is first translated into a form that other cognitive processes can use, we say that \_\_\_\_\_ has occurred

1 point

- retrieval
- storage
- forgetting
- encoding

No, the answer is incorrect.

Score: 0

Accepted Answers:

*encoding*

9) When we cannot retrieve information from memory, we say that \_\_\_\_\_ has occurred

1 point

- forgetting
- a memory trace
- sensory decay
- encoding failure

No, the answer is incorrect.

Score: 0

Accepted Answers:

*forgetting*

10) Words from the beginning of a list are more likely to be recalled than words from the middle of the list. This phenomenon is known as the \_\_\_\_\_ effect

1 point

- recency
- primacy
- forgetting
- interference

No, the answer is incorrect.

Score: 0

Accepted Answers:

*primacy*