P135 Fall 2011
Introduction to Cognition
Exam #3 (10% of course grade 23/20 * .5)
Dr. Van Selst
Name: KEY
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KEY

1. In the Bransford and Franks (1971) experiment subjects incorrectly reported recognizing the 'THREE' phrase **"THE ANTS ATE THE SWEET JELLY THAT WAS ON THE TABLE"** as an 'old' sentence despite the fact that that particular set of propositions had never been presented together in one sentence. This illustrates:

    a. The uncovering of a "repressed" memory
    b. Evidence for the concept of functional equivalency
    c. Poor technical accuracy
    d. Unauthorized inference

    C

2. Describe how the results of Brandsford and Franks experiments support the concept of "semantic integration". Clearly describe their experimental procedure and describe the evidence underlying their theoretical claims. Use appropriate technical terms.

    sentences → concept/prop
    prop
    → old v. new ?
    semantic integration

3. Roediger and McDermott (1995) performed an experiment in which subjects were presented with lists of semantically related items and then (after a short interval filled with an arithmetic task) given a yes/no recognition test. The test included critical lures. The results illustrated:

    a. Misinformation acceptance
    b. Repressed memories
    c. Implicit memory
    d. False memories

    D

4. Define

    a. Distinctiveness: *leads to typicality (small)*

    b. Parallel Distributed Representation: X

    c. Script: *schema/time*

    d. Typicality *more common pattern*

    e. Mnemonic device (define, not example).

    Argh memory increased.

5. What are the three memory processes identified by Kintch? (ID + define)

(1 point)

(i)   CONSTR — ORIG MEMP.

(ii)   RECONSTR — RE BUILD FROM MEM

(iii)   REPROD — QUOTE

KEY

6. Define the **conceptual-propositional** hypothesis

7. Provide one piece of evidence that supports the **dual-coding hypothesis**

8. Describe (two to three sentences) one piece of evidence that supports the **functional equivalency** (in vision) hypothesis.
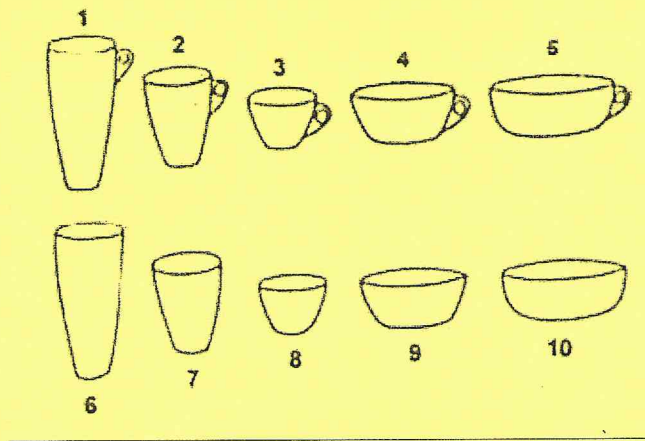
9. When we talk about concepts, there are **RULE-GOVERNED CONCEPTS** and
   _____ Categories.   Define this second term and provide an example.

OBJECT (CONCEPT)

10. We talk about **Natural Kinds** and _____ . *ARTIFACTS*

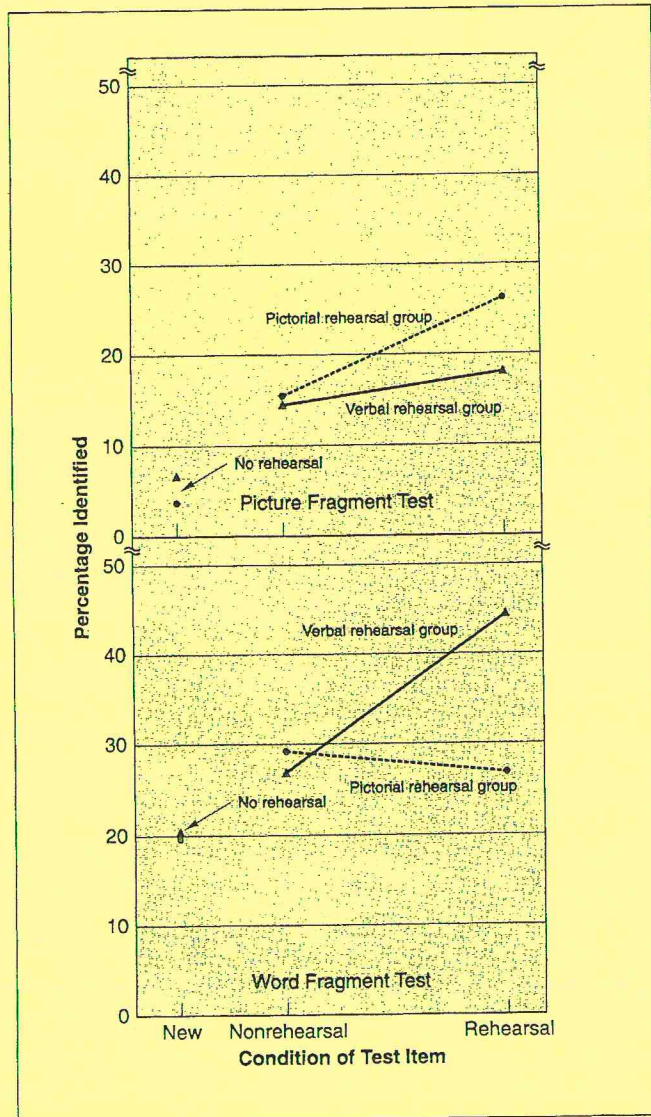11. Describe how the following objects were used by Labov (1973) to illustrate
    'Fuzzy Concepts"

DRwin Lnd △
w/ Hunger

propositional

12. _____ representation is the idea that knowledge is represented
    only in underlying basic assertions connecting elements (individual concepts
    or ideas) rather than knowledge being represented in the form of images, as
    words, or as other symbols.

13. Loftus included biasing information in questions that she asked subjects
    immediately after they had viewed videotape of a two-car accident. What was
    the effect on subjects' immediate reports and what was the effect a week
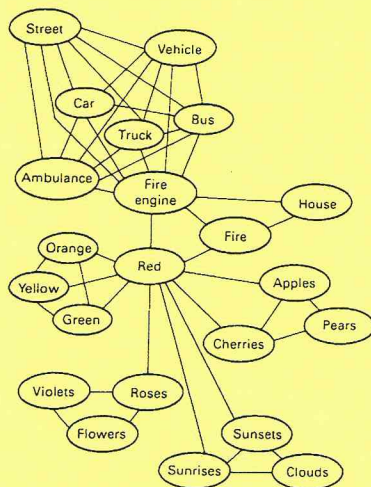   later?

glass ++.

14. The following graph is from an experiment that illustrates which concept.

a. Conceptual-propositional hypothesis
b. Miller's magical number 7
c. Encoding Specificity
d. Priming

15. This graph illustrates:

   a. Semantic Relatedness Network
   b. Smith's Feature-List Model
   c. Collins & Quillian's Hierarchical Network
   d. Parallel Distributed Representation Network

16. Which of the following does Kintch not identify as an important aspect of memory encoding and retrieval?

   a. Reconstruction
   b. Reproduction
   c. Construction
   d. Production

17. Roediger and McDermott (1995) performed an experiment in which subjects were presented with lists of semantically related items and then tested (after a short interval filled with an arithmetic task) for their recognition of the list items. Which of the following is least involved in their research

   a. False Memory.
   b. Critical Lures
   c. Semantic Activation
   d. Misinformation Effect

18. What is the "problem of invariance"?

19. Consider Bartlett's work on Memory function using the *"war of the ghosts"* story. Use EXAMPLES and TECHNICAL TERMS to characterize his findings.

20. Memories for "repressed" then "recovered" memories is suspect because people's memories are suggestible. What are three likely causes?

BONUS

21. Bahrick, Bahrick, & Wittlinger (1975) report "50 Years of names and faces". What two suggestions can be drawn from their work with respect to improving your Memory?

22. Brewer & Tryens (1981) asked people to report what they saw in an office. How does this experiment illustrate schemata?

23. What are the four important elements (mnemonics) associated with the use of Geiselman's Cognitive Inteview?