

**Question 23 D**

Electrical stimulation of the brain has several shortcomings, including the fact that it can only be used when patients are already undergoing brain surgery and that performing such electrical shocks may breach many of the ethical principles required to be followed in scientific research. Not only that, the data obtained may not even be conclusive given that the brain operates in an integrated manner and so often stimulation of one area may not be sufficient.

**Question 24 D**

Memory decline in later years occurs for a number of reasons that include both physical factors (e.g. reduced brain activity and efficiency of the nervous system) and psychological factors (e.g. reduced motivation).

**Question 25 B**

We encode the information, then store it in long-term memory so that it is available to be retrieved in the future when required.

**Question 26 D**

Chunking is the grouping of separate pieces of information into a larger single unit. It occurs during short-term memory and has the effect of increasing its capacity.

**Question 27 B**

Information can be kept in short-term memory for extended periods through the use of both maintenance and elaborative rehearsal. However, maintenance rehearsal which involves the simple repetition of information, is more efficient.

**Question 28 C**

The primacy effect is part of the serial position effect and refers to remembering items on a list more easily if they are placed at the beginning of the list.

**Question 29 B**

**Procedural** is the memory of actions and skills; **declarative** is the memory of specific facts or events; **episodic** is the memory that holds information about personal experiences; and **semantic** memory stores information about the world.

**Question 30 A**

Long-term memory is believed to have infinite capacity for information and has the ability to retain information over a lifetime.

**Question 31 A**

The semantic network theory states that information in long-term memory is stored hierarchically in over-lapping networks of concepts (nodes) connected by meaningful links.

**Question 32 A**

Use of nonsense syllables by Ebbinghaus reduced the likelihood of participants linking the words to material already stored in their memory.

**Question 33 D**

Charlotte experienced retrieval failure as she was unable to recall information about her holidays until she was presented with a photo (cue) that jogged her memory.

**Question 34 A**

A cue that aids memory retrieval that is dependent on an individual's internal physiological and psychological condition (state) at the time the information was learned, is called a state-dependent cue.

**Question 35 A**

Repression is motivated forgetting of a traumatic event where the individual unconsciously blocks out the information because it is too painful for them to contemplate.

**Question 36 B**

Information encoded into the sub-systems of long-term memory is easier to recall if the encoding occurred in an organised manner.

**Question 37 D**

The Method of Loci involves learning a sequence of locations and then the wanted information can be mentally linking to each location. Later, when George wants to retrieve the information for his lecture the locations can be used as a series of retrieval cues to aid his recollection.

**Question 38 D**

Narrative chaining is a mnemonic device used to improve the recall of information by linking otherwise unrelated items into a meaningful story.

**Question 39 A**

Retrieval failure can occur because we are unable to recall pieces of information due to our inability to utilise the correct cue(s) to access them.

**Question 40 B**

The measure of retention in this case is recognition as Blair merely has to identify the correct response (i.e. recognise it) amongst alternative answers.

**Question 41 A**

One of the early symptoms of Alzheimer's disease is the gradual loss of cognitive skills. This is followed by an inability to perform personal skills and ultimately death.

**Question 42 C**

Context dependent cues are at work here, because the moment Claire returns downstairs (i.e. to the 'context' where she first had the notion to go upstairs for the magazine) she remembers why she went upstairs.

**Question 43 B**

The episodic buffer provides a link between visual, spatial and verbal information to enable a more integrated understanding of information.

**Question 44 C**

Stratified sampling involves dividing the population into different groups/strata based on characteristics of interest, e.g. age, gender, etc., enabling proportional representation in the sample.

**Question 45 C**

The confidentiality clause in research affords the participant the right to privacy, so no details about their participation may be disclosed.