1. (2 points) The sentence below is from a study that tested memory for meaning versus memory for style (Wanner, 1968). Which words were exchanged to produce (a) a change in meaning and (b) a change in style? You can answer by drawing arrows showing the exchanges.

When you score your results, do nothing to correct your answers but mark carefully those answers which are wrong.

2. (2 points) According to the embodied cognition hypothesis, which areas of the motor cortex should be active when people hear (a) the word “lick” and (b) the word “kick”?

Face, leg.

3. (2 points) According to the semantic network hypothesis of Collins and Quillian (1969), which of the two sentences below would people verify more quickly, and why?

1. Canaries can sing
2. Canaries have skin

#1, because canary and skin are separated by more links in the semantic network.

4. (2 points) Brewer and Treyens (1981) had participants wait in an office for 35 seconds, then took them to another room and had them write down everything they could remember about the office. What was a common memory error?

Participants remembered seeing books in the office, even though there weren’t any.

5. (2 points) Labov (1973) asked participants to identify objects like the one below. What effect did it have to ask participants to imagine the object filled with mashed potatoes and placed on a table?

Participants were more likely to identify the object as a bowl.