Complete the following:

"Memory is the ability to … (264)

Memory and learning are two ways of looking at the process of …

"Memory is not some physical structure found in one corner of the brain, with some people having more and others having less of it."

Complete the following:

"Rather, memory is an …

Question: What was the traditional psychological view of memory? (264)

Question: What was the information processing view of memory? (264-265)

Question: What is encoding? (265)

[Example] Encoding. (265-266)

Levels of Processing

Question: What is the levels-of-processing approach to memory? (266)
Levels of Processing
(Continued)

**Question:** What is the **encoding specificity principle** as applied to the study of memory?

**Question:** What is **transfer-appropriate processing** as applied to the study of memory?

**Neuroscience and Encoding**

"Memories are retained because they take some form in the brain."

[Examples] Neuroscience and encoding.
**Storage**

**Question:** What is the process of storage as applied to the psychological study of memory?

**Sensory Memory**

**Question:** What is sensory memory (called the sensory register) as applied to the study of memory?
Sensory Memory
(Continued)

Question: What is the process of **iconic storage** as applied to the psychological study of memory?

Question: What is the process of **echoic storage** as applied to the psychological study of memory?

Short-Term Storage

Question: What is the process of **working memory** as applied to the psychological study of memory?
EARLY RESEARCH ON SHORT-TERM MEMORY.

[Example] Early research on short-term memory. (270-271)

Question: What has become the psychological interpretation of memory span?

Question: What are chunks in the psychological evaluation of memory?

Question: What is the process of rehearsal in the psychological evaluation of memory?

Question: What is the process of maintenance rehearsal in the psychological evaluation of memory?
Question: What is the process of elaborative rehearsal in the psychological evaluation of memory?

"In general, information held in short-term memory is either transferred to long-term memory or lost."

[Illustration] Short-term memory transferred to long-term memory. (271-272)

THE EMERGENCE OF WORKING MEMORY.

"Working memory is the storage mechanism that temporarily holds current or recent information for immediate or short-term use."

[Illustration] Working memory. (272)
Long-Term Storage

"Information about names, faces, dates, places, smells, and events is stored in relatively permanent form in long-term memory."

[Illustration] Long-term memory. (272-273)

■ PROCEDURAL AND DECLARATIVE MEMORY.

**Question:** What is the process of procedural memory in the psychological evaluation of memory?

**Question:** What is the process of declarative memory in the psychological evaluation of memory?

■ EPISODIC AND SEMANTIC MEMORY.

**Question:** What is the process of episodic memory in the psychological evaluation of memory?
EPISODIC AND SEMANTIC MEMORY.

Question: What is the process of semantic memory in the psychological evaluation of memory?

EXPLICIT AND IMPLICIT MEMORY.

Question: What is the process of explicit memory in the psychological evaluation of memory?

Question: What is the process of implicit memory in the psychological evaluation of memory?

PRACTICE.

Question: What was the psychological view of the relationship of practice to memory?
Neuroscience and Storage

"Using both PET and fMRI, researchers can now identify the neural machinery that underlies brain functions, and some of the most exciting research involves studies of the neural activity and brain locations associated with working memory."

Question: What is the process of consolidation in the psychological evaluation of memory? (276-277)
Retrieval

Question: What is the process of retrieval in the psychological evaluation of memory?

Retention: Measures of Retrieval

"When a person retains information, presumably he or she has acquired (learned) something that was not there previously, and this retained information can later be retrieved."

■ RECALL.

Question: What are the processes of recall in the psychological evaluation of memory?

■ RECOGNITION.

Question: What is the process of recognition in the psychological evaluation of memory?
RELEARNING.

Question: What is the process of relearning in the psychological evaluation of memory?

Retrieval Success and Failure: Encoding Specificity

"Some contemporary researchers assert that every memory is retained and available but that some memories are less accessible than others."

STATE-DEPENDENT LEARNING AND RETRIEVAL.

Question: What is the phenomenon known as state-dependent learning in the psychological evaluation of memory?

**Flashbulb Memory**

**Question:** What is the phenomenon known as *flashbulb memory* in the psychological evaluation of memory?

**Evidence:** Flashbulb memory. (281-282)

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**Gender and Memory**

**Question:** What was the psychological view of the relationship of gender to memory?

**Evidence:** Gender and memory. (282)
What Facilitates Retrieval

■ PRIMACY AND RECENCY EFFECTS.

**Question:** What is the phenomenon known as **primacy effect** in the psychological evaluation of memory?

**Question:** What is the phenomenon known as **recency effect** in the psychological evaluation of memory?

**Question:** What is the phenomenon known as **serial position curve** in the psychological evaluation of memory?

**Question:** What is the phenomenon known as the **von Restorff effect** in the psychological evaluation of memory?
Question: What was the psychological view of the relationship of imagery to memory?

Forgetting: When Memory Fails

Early Studies

EBBINGHAUS AND FORGETTING.

"Hermann Ebbinghaus (1850-1909) studied how well people retain stored information."

[Evidence] Ebbinghaus learning experiments.

(284-285)
**BARTLETT AND FORGETTING.**

**Question:** What was the English psychologist Sir Frederick Bartlett's contribution to the relationship of forgetting to memory? (286-287)

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**Key Causes for Forgetting**

"Daniel Schacter wrote about the types of problems that can plague memory, referring to them as "sins of memory."

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**DECAY OF INFORMATION.**

**Question:** What was the decay theory of loss of information? (287-288)

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**INTERFERENCE IN MEMORY.**

**Question:** What was the interference theory of loss of information? (288)
**INTERFERENCE IN MEMORY.**

(Continued)

[Evidence] Interference theory.

Question: What is the phenomenon known as **proactive interference** in the psychological evaluation of memory?

Question: What is the phenomenon known as **retroactive interference** in the psychological evaluation of memory?

[Illustration] Proactive and retroactive interference.
"… interference in attention is responsible for one of the most annoying types of memory failure—absentmindedness."

"For many years, interference in attention was used to explain what people called the *Stroop effect.*"

**Question:** What is the phenomenon known as the *Stroop effect* in the psychological evaluation of memory?
Special Types of Forgetting

"Psychologists have learned that special kinds of forgetting are not easily explained by decay or interference."

"… 'sins of memory' lead to remembering incorrectly."

■ EYEWITNESS TESTIMONY.

"The research on eyewitness testimony suggests that memory is routinely inaccurate."

[Evidence] Eyewitness testimony. (290-293)

■ MOTIVATED FORGETTING.

"(Sigmund-) Freud was the first to suggest formally the idea of motivated forgetting—that frightening, traumatic events might be forgotten simply because people want (or need) to forget them."
Neuroscience and Forgetting: Studies of Amnesia

"Much of the early work on the neuroscience of memory began with the study of patients in hospitals who for one reason or another had developed amnesia, the inability to remember information."

Question: What is the phenomenon known as retrograde amnesia in the psychological evaluation of memory?

Question: What is the phenomenon known as anterograde amnesia in the psychological evaluation of memory?