

Study Guide Ch 8 nb Memory

After a careful review of this chapter, I determined that it doesn't discuss some important material. To that end, I've put together some handouts and eliminated some of the text chapter to read.

Here is what to do:

- A. Read the handout "3 Box Model of Memory"
- B. Read the handout "Retrieval from Long Term Memory"
- C. Read the text starting at 8.3 to end of chapter.
- D. Read the handout "Some Memory Errors"

Questions from "3 Box Model" handout

1. There are 3 general processes involved in memory. A computer metaphor is helpful to explain these 3 processes. What are these 3 processes?
2. Atkinson and Shiffrin proposed a 3 stage (or three box) information-processing model of memory that proposed that information flows through three stages or boxes. What are the three stages in the correct order?
3. According to Craik and Tulving's classic 1975 study on "levels of processing", circle the question that led to better recall of the target word: house
 - a. Is the word in capital letters?
 - b. Does the word rhyme with louse?
 - c. Does the word fit into the sentence: she lived in a big _____?
4. Sperling did a study to see how many pieces of information (letters) can be retained in sensory memory with a brief exposure. He quickly flashed 3 rows of 4 letters and people could only remember 4-5. He wasn't sure if this meant that was all that got into memory, or did it take so long to report any more letters that the extra letters were quickly forgotten. So he did a partial report method but varied the length of time between the tone and time to start recalling. Based on this he concluded that information lasts in sensory iconic memory for how long?
5. Is there really such a thing as photographic memory? What is the name of the memory that comes somewhat close?
6. What is echoic memory? About how long does it last?
7. Peterson and Peterson (1959) did a study to see how long information lasts in short term memory if it can't be rehearsed. He presented 3 letters and a number. Participants had to count backwards by 3 when they saw the number. Researchers varied the amount of time spent counting backward from 3 seconds to a minute. Once the particular time limit was reached participants had to recall the 3 letters.
 - a. How long does information last in short term memory?
 - b. Why did researchers have subjects count backwards?
8. What is the capacity of short term memory? In other words, without rehearsal how many pieces of information can be held at one time in STM?
9. You are asked to recall a series of letters from short term memory. You are shown these letters: cardinalsrock. You could probably recall them all even though there are more of them than the capacity of STM. What concept was mentioned in the book to explain this?
10. Describe the "semantic network" or "spreading activation" model of LTM.
11. "I know that dogs have 4 legs". Is that information from :

semantic episodic or procedural memory
12. I know that when I was 12, a dog bit me. Is that information from:

semantic episodic or procedural memory
13. I know how to bark like a dog. Is that information from:

semantic episodic or procedural memory

Assume I show you a word list (has the word "Wild" in the list and then ask you to write as many of the words as you can. You write the word "wild" and I say you are right.

14. Am I assessing implicit or explicit memory?

Assume instead I don't directly ask you to report on what is in your memory. Instead I ask you to complete word fragments to make words and one of them is W _ _ d. If you complete it as "wild" instead of weed, wood, or word, I can assume you have the word in memory even though I don't directly ask to if it is there.

15. Am I assessing implicit or explicit memory?

From Retrieval Handout

16. What is the difference between recall and recognition tests of memory? Which is like essay tests? Which is like multiple choice tests?
17. The serial position effect says we recall best words that are where in the list? It also says we recall worse, words that are where in the list?
 - a. How do we account for the primacy effect?
 - b. How do we account for the recency effect, especially if recall happens immediately after word presentation?
18. What is the principle of context dependent memory? For students who learned word lists underwater, where should they take the recall test?
19. I am thinking of a principle that says that whatever cues were present at learning, those cues should be present at retrieval for the best memory recall. What is the name of this principle?
20. Mood states that were present at learning can be effective retrieval cues.
We call this s _ _ _ _ d _ _ _ _ d _ _ _ memory.
21. A mood congruence effect would say that if you are sad, _____ memories are the most accessible for you.

Identify the following in 22-23 as either proactive or retroactive interference:

22. You studied psychology, then sociology, took a test in psychology, but the learning of sociology hurt you.
23. You studied psychology, then sociology, took a test in sociology but the learning of psychology hurt you.
24. Assume you memorize a word list and it takes you 120 minutes to do it. One week later you try again, and it takes you 60 minutes. One week later you try again, and it only takes 30 minutes to do it. Ebbinghaus would say you have just demonstrated that when we learn, we don't completely forget.
There is always a S _ _ _ _ g s.

From the Text 8.3 to end of chapter.

25. Jack was involved in a car crash and now he can't put anything into LTM. If I ask him "what did you have for breakfast today" he would not remember. What type of amnesia is this? If I ask him to report on old memories (prior to the crash) and he can't retrieve them, what type of amnesia is this?
26. In a study everyone saw a video of a car crash. Some were later asked how fast the cars were going when they smashed each other. Others were asked how fast the cars were going when they hit each other. One week later, both groups were asked if they saw broken glass. Which group more likely remembered seeing broken glass when in fact there was none? What does this study illustrate about memory recall?
27. What is the difference between retrograde and anterograde memory?
28. What is a mnemonic?

From the handout: Some Memory Errors

29. After watching a video of a car crash I ask subjects to recall the events. Those asked how fast the cars were going when they smashed into each other gave higher estimates of the speed of the vehicles compared to those asked how fast the cars were going when they hit each other. This effect whereby presenting information AFTER the event can alter the memory of the event is called the _____ effect.
30. Donald Thompson was accused by a rape victim of raping her when in fact, he was on TV at the time. How do we explain this?
31. We know that asking subjects to imagine an event that never really happened can lead them to believe that indeed it HAD really happened. What is this effect called?