**Study Guide: Chapter 6**

**Introduction to Psychology**

**Chapter 6: Memory**

1. In information processing theory, to what is human memory compared? Do psychologists believe that it is a single system?

2. What are the three basic **processes** of memory? What is the difference in how information is represented in visual, acoustic, and semantic encoding?

3. According to the Atkinson-Schiffrin model, describe the three basic **systems or stages** of memory. What are the approximate capacities and durations of each? How is information encoded from sensory to short-term memory? What is chunking, and what does it do for short-term memory? What are iconic and echoic memory?

**Encoding**

4. What are the three main encoding strategies? What type of encoding strategy does chunking represent? What is maintenance rehearsal? Which strategy does elaborative rehearsal represent? Why is elaborative rehearsal a powerful encoding strategy?

5. What is a mnemonic?

6. What major encoding strategy “piggybacks” material that requires effort to remember onto material that encodes automatically? How do you do this? Why is using visual imagery a powerful encoding strategy?

7. Why is short-term memory also called working memory?

8. What did Ebbinghaus say about learning meaningful information?

9. What are two types of encoding or processing? Which one involves episodic memory and which one involves semantic memory?

**Storage**

10. How many long-term memory systems are there? What are three (four) categories of information in long-term memory?

11. What is procedural memory? What is the difference between explicit and implicit memory, and which types of memory fall into each of the categories?

12. What is a semantic network, and what is a schema?

**Retrieval**

13. What does retention depend upon? How do you achieve deeper levels of processing?

14. What are the easiest and hardest kinds of retrieval?

15. What is a context effect, and what is a retrieval cue? How and why does context affect retrieval? What is state-dependent memory? How does mood affect retrieval?

16. What is the encoding specificity principle?

17. How is a memory a reconstruction of the past?

14. Sir Frederic Bartlett first proposed the scientific belief in the reconstruction of memory? Why or on what basis did he propose this?

15. How are memories affected by schemas? How are memories affected by new information? What is the misinformation effect?

16. What is source amnesia (also called source confusion)? What is deja-vu and how is it explained? What is cryptomnesia?

**Forgetting**

17. What two things does the Ebbinghaus forgetting curve tell us about forgetting?

18. Two major reasons for forgetting are encoding failure and interference. Describe how each one works. What is the difference between the two? What is the difference between proactive and retroactive interference?

19. What theory suggests that memory should fade over time? How is different from retrieval failure theory?

20. What is motivated forgetting? What is the difference between suppression and repression? What is repression (and whose theory does the idea come from)? Do psychologists all agree that we can repress memories?

21. What are the reasons that many psychologists do not believe in repressed and recovered memories? Is there any research evidence that people can unknowingly manufacture false memories? What do many psychologists believe about many memories “recovered” in therapy?

22. What kinds of techniques are used to cause people to “remember” things that never really happened?

23. Where is memory stored in the brain? (Trick question.)

24. Describe long-term potentiation. Who discovered it using what organism? (What is an aplysia?)

25. What events and chemicals are known to effect the encoding of long-term memory?

26. What is the primary brain structure involved in the encoding of explicit memories?

27. What is the difference between retrograde and anterograde amnesia? Do these involve implicit or explicit memory?

28. Name and describe three types of memory retrieval. What is a retrieval cue?