

Retrieval: process of bringing info out of long-term storage back into working memory

*to think about it again

Retrieval Cues:

- pieces of info associated with the memory. The more cues, the more likely you will retrieve that memory

Context Specific Memory

- info can better be recalled if you are in the context of which that info is learned is the same as when it was being recalled "Scene of the crime"

Serial Position Effects ← long term mem.

- Easier to remember beginning (primary effect) and last (recency effect) of something



Short term mem.

Flashbulb Memories

- Vivid memories for highly significant, traumatic, or emotional experiences and events

ex: 9/11

Why are FB memories so easy to encode • are so vivid?

- Amygdala working w/ hippocampus



fear/anxiety/emotional + ability to form new memories

Forgetting

Assumption: As time passes we forget
#Ebbinghaus

Most forgetting occurs... within the 1st hour of learning

Why can't we always retrieve everything stored in LT mem?
↳ Interference

Retroactive Interference: new info interferes with our ability to remember old info

Proactive Interference: old info interferes with our ability to remember new info

↓
(reoccurrence of certain acts get muddled together)

*Very rarely do we recall memories with complete accuracy *
↳ memories are reconstructed based solely on input (Sensory)

False memories: inaccuracies + distortions

Are flashback memories resistant to contamination?

"NO!"

* Amnesia

- Infantile → lack of knowledge from early childhood (0-5 years)
- Retrograde → lack knowledge from before injury / trauma
- Antrograde → lack of ability to create new memories

Chapter 7: cognition

Cognition: mental activity that goes on in the brain
When a person processes info Thought!

* Organizing → Understanding → Communication

Mental Imagery: mental representations that stand in
for objects or events. A "picture-like" quality
in our minds eye

helps our memory so we can predict - plan

Concepts: mental representations of a group or a category
ex: all different kinds of birds, but there are specific
characteristics to classify birds

Concept formation: We group objects, events, activities that
share similar characteristics

Concepts are important because they make our lives easier,
faster, more predictable!

How do they form?

① Artificial Concepts

② Natural Concepts