

Chapter 6

- Why do we forget?
 - Decay theory - memories fade over time
 - Interference - intrusion of similar memories on one another
 - Proactive interference - old memories interfere with retrieval of new information
 - Retroactive interference - new information interferes with retrieval of old information
 - Motivated Forgetting - forgetting for a reason
 - Repressed memories
 - false memories - can be created
 - repressed memories can occur
 - hard to tell which it is.

Chapter 7 - Thought and Language

- Units of thought
 - Mental Representations
 - Perception - memory - thought
 - Concepts and Categories
 - Categories - grouping based on common properties
 - Defining features - how we categorize objects
 - Clearly defined or fuzzy
 - Prototypes - a model based on an abstraction of the characteristics of the category
 - Culture - can have impact on how we categorize things
- Reasoning and Problem Solving
 - Reasoning - the process by which people generate and evaluate arguments
 - Inductive - we reason from specific observations to more general propositions
 - Deductive - draw a conclusion from a set of assumptions and think the conclusion is true if the premises are true.
 - Premise : all A's are B , C is an A, therefore C is a B
 - Impact of content - more familiar contexts = easier reasoning
 - Problem Solving - process by which we transform one situation into another to meet a goal
 - Strategies of Problem Solving
 - Algorithms - systematic procedures that eventually produce a solution
 - Mental stimulation - imagining the steps needed to solve a problem
 - Impediments to Problem Solving
 - Functional fixedness - tendency to fix on a function for an object and ignore other possible uses.
 - Confirmation bias - seek to confirm what we already believe
 - Making assumptions -
- Everyday Thinking
 - Heuristics - cognitive shortcuts that allow us to make decisions
 - Representativeness heuristic - when we match an object to its category, but don't process how likely the match is.
 - Availability heuristic - events that we can easily recall are common and typical

- Counterfactual Thinking
 - “If only”
- Neurophysiology of Thinking
 - Frontal lobes - critical for processing of thought
 - Dorsolateral prefrontal region - damage = impaired planning, distractibility and working memory
 - Ventromedial prefrontal region - damage = mood swings, loss of social inhibition
- Language
 - Language and Thought
 - Whorfian hypothesis of linguistic relativity - says that language shapes thought
 - Elements of Language
 - Phonemes - smallest units of sound
 - Morphemes - smallest units of meaning
 - Phrases - composed of morphemes
 - Sentence - a string of morphemes and phrases
 - Syntax - the rules that govern how to arrange words
 - Nonverbal communication
 - Vocal information - how words are said
 - Body language
 - Gestures
 - Physical distance
 - Facial expressions
 - Touch
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