

MEMORY

<ul style="list-style-type: none"> * Visual encoding * Semantic encoding * Acoustic encoding <ul style="list-style-type: none"> * Memory and the brain <ul style="list-style-type: none"> -The hippocampus -The cerebellum -The amygdala -Acetylcholine * Long term potentiation (LTP) <p style="text-align: center;"><u>ENCODING</u></p> <ul style="list-style-type: none"> * Shallow vs. Deep Processing * Elaborative rehearsal vs. Maintenance rehearsal * Mnemonic devices (ex: peg word, method of loci) <ul style="list-style-type: none"> * Chunking * Schemas 	<ul style="list-style-type: none"> * The sensory register <ul style="list-style-type: none"> -Iconic and echoic memory <ul style="list-style-type: none"> * STM <ul style="list-style-type: none"> Capacity? Duration? * LTM <ul style="list-style-type: none"> Capacity? Duration? * Working memory * Eidetic memory <p style="text-align: center;"><u>STORAGE</u></p> <hr style="width: 10%; margin-left: 0;"/> <ul style="list-style-type: none"> * Episodic memory <ul style="list-style-type: none"> -Flashbulb memory * Procedural memory * Semantic memory <ul style="list-style-type: none"> * The encoding specificity principle <ul style="list-style-type: none"> - Context-dependent memory - State-dependent memory - Mood congruent memory
<ul style="list-style-type: none"> * The serial position effect <ul style="list-style-type: none"> -The primacy effect -The recency effect <p style="text-align: center;"><u>RETRIEVAL</u></p> <ul style="list-style-type: none"> * Explicit/declarative memory * Implicit memory * Priming <ul style="list-style-type: none"> * Recall vs. recognition * The tip of the tongue phenomenon (T.O.T.) <ul style="list-style-type: none"> * Loftus and Eyewitness Memory: <ul style="list-style-type: none"> - Framing - Constructive memory - The Misinformation Effect - Imagination inflation 	<ul style="list-style-type: none"> * Ebbinghaus and “the forgetting curve” * Decay <p style="text-align: center;"><u>FORGETTING</u></p> <ul style="list-style-type: none"> * Infantile amnesia * Source amnesia <ul style="list-style-type: none"> * Proactive interference * Retroactive interference <ul style="list-style-type: none"> * Motivated forgetting <ul style="list-style-type: none"> - Repression * Anterograde amnesia <ul style="list-style-type: none"> - Case study: HM * Retrograde amnesia