

Perception & Attention & Memory

Basic sub-divisions of memory

Storage differences

- LTM: virtually unlimited
- STM: ????

14, 59, 11, 109, 43, 58,
98, 487, 25, 389, 54

- Miller: 7 +/- 2

7 +/- 2 what?

7 +/- 2 chunks

- L A M A I S O N
- L A M A I S O N
- L A M A I S O N

-- expertise effects (e.g., Chess)

How to get information into LTM

- Rehearsal not enough
- Need structure/organization

1. Depth-of-processing

How to get information into LTM

- Rehearsal not enough
 - Need structure/organization
1. Depth-of-processing
 2. Mnemonics
 3. *Understanding*

Just try your best to
remember the paragraph

A newspaper is better than a magazine. A seashore is a better place than the street. At first it is better to run than to walk. You may have to try several times. It takes some skill but is easy to learn. Even young children can enjoy it. Once successful, complications are minimal. Birds seldom get too close. Rain, however, soaks in very fast. Too many people doing the same thing can also cause problems. One needs lots of room. If there are no complications it can be very peaceful. A rock will serve as an anchor. If things break loose from it, however, you will not get a second chance.

This paragraph is about
flying a kite

A newspaper is better than a magazine. A seashore is a better place than the street. At first it is better to run than to walk. You may have to try several times. It takes some skill but is easy to learn. Even young children can enjoy it. Once successful, complications are minimal. Birds seldom get too close. Rain, however, soaks in very fast. Too many people doing the same thing can also cause problems. One needs lots of room. If there are no complications it can be very peaceful. A rock will serve as an anchor. If things break loose from it, however, you will not get a second chance.

How to retrieve information from LTM

- Use of retrieval cues
- The relationship between encoding and retrieval: **compatibility principle**
- elaborative rehearsal and retrieval
- searching strategies

What about déjà vu?

- A feeling that an event has happened before
- Worse with frontal lobe damage
- Theory:
 - it **has** happened before
 - it has happened half a second ago
 - memory storage without source information

Failure of memory: Normal forgetting

- Increases with retention interval .. but why?
 - Decay
 - Interference
 - Change of retrieval cues

The case of childhood amnesia

Failure of Memory, II: Brain damage

Retrograde amnesia:

loss of memory for some period prior to
accident or stroke

Antereograde amnesia:

- Korsokoff's syndrome
- H.M.

Failure of memory, II: Implanted memories

**NO SUGGESTIONS; +
STEREOTYPE**

**+ SUGGESTIONS; NO
STEREOTYPE**

+SUGGESTION +STEREOTYPE

+STEREOTYPE + SUGGESTION
(6 suggestive sessions over 3
months)

False memories in adults

- Filling in the blanks
- Eyewitness testimony
- Hypnosis
- Repressed memories
- Flashbulb memories

Memory

- There are many types of memory
- The key to remembering is organization and understanding
- You can't trust some of your memories

Reading response #3

- You want your roommate to falsely remember that you once saved his or her life. Based on the research discussed in lecture and in the readings, how would you implant this false memory?