Chapter 8: Memory

Key Terms

Writing Definitions:

1. Memory is the persistence of learning over time through the storage and retrieval of information. (p. 327)
2. Encoding is the first step in memory; information is translated into some form that enables it to enter our memory system. (p. 328)
3. Storage is the process by which encoded information is maintained over time. (p. 328)
4. Retrieval is the process of getting information out of memory storage. (p. 328)
5. Sensory memory is the immediate, very brief recording of sensory information in the memory system. (p. 329)
6. Short-term memory is activated memory, which can hold about seven items for a short time. (p. 329)
7. Long-term memory is the relatively permanent and unlimited capacity memory system into which information from short-term memory may pass. It includes knowledge, skills, and experiences. (p. 329)
8. Working memory is the newer way of conceptualizing short-term memory as a workspace for the active processing of incoming auditory and visual-spatial information, and of information retrieved from long-term memory. (p. 329)
9. Automatic processing refers to our unconscious encoding of incidental information such as space, time, and frequency and of well-learned information. (p. 330)
10. Effortful processing is encoding that requires attention and conscious effort. (p. 331)
11. Rehearsal is the conscious, effortful repetition of information that you are trying either to maintain in consciousness or to encode for storage. (p. 331)
12. The spacing effect is the tendency for distributed study or practice to yield better long-term retention than massed study or practice. (p. 332)
13. The serial position effect is the tendency for items at the beginning and end of a list to be more easily retained than those in the middle. (p. 332)
14. Visual encoding is the use of picture images to process information into memory. (p. 333)
15. Acoustic encoding is the processing of information into memory according to its sound. (p. 333)
16. Semantic encoding is the processing of information into memory according to its meaning. (p. 333)
17. Imagery refers to mental pictures and can be an important aid to effortful processing. (p. 335)
18. Mnemonics are memory aids (acronyms, peg-words, etc.), which often use vivid imagery and organizational devices. (p. 335)
19. Chunking is the memory technique of organizing material into familiar, meaningful units. (p. 336)
20. Iconic memory is the visual sensory memory consisting of a perfect photographic memory, which lasts no more than a few tenths of a second. (p. 337)
   Memory aid: Icon means "image" or "representation." Iconic memory consists of brief visual images.
21. Echoic memory is the momentary sensory memory of auditory stimuli, lasting about 3 or 4 seconds. (p. 338)
22. Long-term potentiation (LTP) is an increase in a synapse's firing potential following brief, rapid stimulation. LTP is believed to be the neural basis for learning and memory. (p. 340)
23. A flashbulb memory is an unusually vivid memory of an emotionally important moment or event. (p. 342)
24. Amnesia is the loss of memory. (p. 342)
25. Implicit memories are memories of skills, preferences, and dispositions. These memories are evidently processed, not by the hippocampus, but by a more primitive part of the brain, the cerebellum. They are also called nondeclarative memories. (p. 343)
26. Explicit memories are memories of facts, including names, images, and events. They are also called declarative memories. (p. 343)
27. The hippocampus is a temporal lobe neural center located in the limbic system that is important in the processing of explicit memories for storage. (p. 344)
28. Recall is a measure of memory in which the person must retrieve information, with few retrieval cues, information learned earlier. (p. 345)
29. Recognition is a measure of memory in which one need only identify, rather than recall, previously learned information. (p. 345)
30. Relearning is also a measure of memory in that the less time it takes to relearn information, the more that information has been retained. (p. 345)
31. Priming is the activation, often unconsciously, of a web of associations in memory in order to retrieve a specific memory. (p. 347)
32. Déjà vu is the false sense that you have already experienced a current situation. (p. 348)
33. Mood-congruent memory is the tendency to recall experiences that are consistent with our current mood. (p. 349)
34. **Proactive interference** is the disruptive effect of something you already have learned on your efforts to learn or recall new information. (p. 353)

35. **Retroactive interference** is the disruptive effect of new learning on the recall of old knowledge. (p. 353)

   *Memory aid: Retro means “backward.”* **Retroactive interference** is “backward-acting” interference.

36. **Repression** is an example of motivated forgetting in that painful and unacceptable memories are prevented from entering consciousness. In psychoanalytic theory, it is the basic defense mechanism. (p. 355)

37. **The misinformation effect** is the tendency of eyewitnesses to an event to incorporate misleading information about the event into their memories. (p. 357)

38. At the heart of many false memories, **source amnesia** refers to attributing an event to the wrong source. (p. 358)