AP Psychology 12 Ms. Carey  
**Unit 7- COGNITION   
Memory**    
Modules 31-33

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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**Module 31- Studying and Encoding Memories** (p.326)

* Define **Memory**-
* To a psychologist, evidence that learning persists includes these three retention measures:  
    
  1) Recall –

2) Recognition-

3) Relearning –

A famous pioneering memory researcher was named **Hermann** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Memory Models: How do psychologists describe the human memory system?

* **ENCODING** -
* **STORAGE** -
* **RETRIEVAL** -

Define Parallel Processing-

To explain our memory-forming process **Richard Atkinson** and **Richard Shiffrin** (1968 & 2016) proposed a three stage model… Explain/Define each of these stages:   
  
**1) SENSORY MEMORY**

**2) SHORT TERM MEMORY**

**3) LONG TERM MEMORY**This model has since been updated by **Alan Baddeley** & others with the following editions.   
Please define them.   
  
**Working Memory**

**Automatic Processing**

Dual Track Memory: (p.330)   
Effortful Versus Automatic Processing

* Define **EXPLICIT MEMORY**
* Define **EFFORTFUL PROCESSING**

* Define **AUTOMATIC PROCESSING**

* Define **IMPLICIT MEMORIES**

SENSORY MEMORY (p.331-332)

Define **ICONIC MEMORY -**

Define **ECHOIC MEMORY –**

EFFORTFUL PROCESSING STRATEGIES (p.333-334)  
What are some effortful processing strategies that can help us remember new information?

* Define **Chunking** AND give an example-
* Define **Mnemonics** AND give an example –
* Define **Hierarchies** AND give an example-

What is **SPACING EFFECT?**

What is **TESTING EFFECT?**

What is **SHALLOW PROCESSING**?

What is **DEEP PROCESSING**?

Module 32- Storing & Retrieving Memories (p.339)   
*Memory Storage*- Retaining information in the Brain:   
**EXPLICIT MEMORIES**

1. What roles do the **frontal lobes** and **hippocampus** play in memory processing? Explain.
2. Define **Semantic Memory** and **Episodic Memory**
3. What is the **hippocampus** and what is it responsible for?

1. Explain **Memory Consolidation:**

**IMPLICIT MEMORIES**:   
What roles do the cerebellum and basal ganglia play in memory processing?   
  
 A) The Cerebellum:

B) Basal Ganglia:

How do emotions affect our memories?

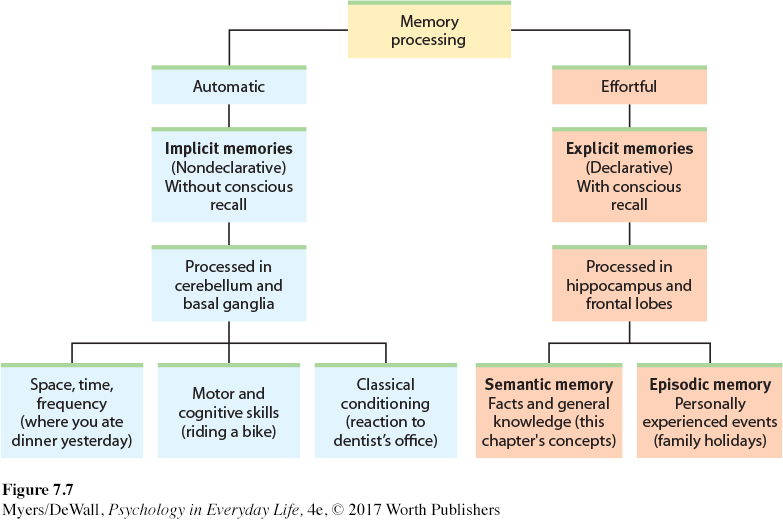
A) **Amygdala:**

B) **Flashbulb Memories:**

Synaptic Changes:

* Define **Long Term Potential** (p.342)

**OUR TWO MEMORY SYSTEMS:**   
Please complete the following diagram using Figure 32.4 on p.344



**MEMORY RETRIEVAL (p.344)**

* Define **Retrieval Cues:**
* Explain **Priming:**
* Explain **Encoding Specificity Principle:**
* Explain **Context-Dependent:**
* Explain **State-Dependent:**
* Explain **Mood Congruent Memory:**
* Define the **Serial Position Effect:**

**MODULE 33:** **Forgetting, Memory Construction, and Improving Memory** (p.350)

* Define **Anterograde Amnesia:**
* Define **Retrograde Amnesia:**
* Explain **Encoding Failure:**
* Explain **Storage Decay:**
* Define and give an example of **PROACTIVE INTERFERENCE:**
* Define and give an example of **RETROACTIVE INTERFERENCE:**

* Define **Regression:**

* Define **Reconsolidation:**
* Define the **Misinformation Effect:**
* Explain what **source amnesia** is:

* Define **déjà vu:**

**IMPROVING MEMORY: (p.362)**

What are the SEVEN ways they propose improve memory? List them below:

\*\*\* Who is **HERMAN EBBINGHAUS** *and* what does his forgetting curve show us about the nature of storage decay?? 😊