

memory lecture-ch 7

human memory is not repressed.

what is memory?

-the conscious recollection of some past experience

-memory influences...past experiences affect present performance

-memory is like a stored video recorder... just need to gain access (hypnosis?)

-memory is reconstructive & influenced by your present perspective.

your interpretation and remembrance of the past.

stimulus event (something you're experiencing)---->a sensory register (memory)/

iconic:visual representation or echoic: sound THINK OF 5 SENSES--->working

memory: short-term memory---> Long term memory

Sensory Memory

- sensory trace after the stimulation is gone
- -short lived
- iconic because early experiments were visual
- echoic to rep auditory stimuli

>Iconic Memory

-last about a second... trying to process other things.

Short term/Working memory

-short term storage

> used as the in-between for events ---> long term memory

>thought of as thinking

?stays in working memory with rehearsal

>IT HAS CAPACITY limit.. & decays over time

7 +/- 2 chunks of information= capacity & is ~20secs

primacy affects and recency affects

>Recency-

> primacy

## Long Term Memory

- sometimes rehearsed information stays there for a while
- consolidation: transfer of info from working memory to long term memory.
- depth of processing

without rehearsal

-automatic processing

-von restoref effect

-role of affect/emotion

-salience

procedural memory

-how you go about doing things

Episodic: very specific events

semantic: general knowledge

Procedural: how to do things (ride a bike)

How you organizing information in memory

-clustering> rnbr similar or related items

-conceptual hierarcy > a way of arranging it in your head in some kind of common thread that has meaning for you

-schemas> organizing cluster of knowledge

-semantic networks> pathways linked with related concepts

Retrieval (déjà vu)

-tip of the tongue (paraparaxis)

-retrieval cues> stimuli that help gain access to memories

\*memory is reconstructive and largely dependent on present perspectives and views

-contextual reenactment> to go back to the event and recreating the context/mood

-fabricated memory .. suggested pseudo memories

-confabulation- distortion of original memory traces

## Forgetting

-forgetting curve: most forgetting very fast after learning

-recognition

-recall

-ineffective encoding into memory or information into long term memory..

-decay-fade over time

-interference-competing information

-retrieval failures- i know his name starts with a j.

-paradoxical effects: thought stopping

-push it out of awareness into unconscious (out of awareness)

## Neurological damage

-retrograde amnesia: person can't remember the events prior to head trauma (before you hit your head when you got into the car)

-anterograde amnesia: cannot remember the events after the head trauma (historical intact)

## 7 sins of memory

Transience: over time its harder to access memories

absentmindedness: lapses of attention; forgetting to do things

blocking: inability to store info

misattribution: attributing memories to incorrect source; false recognition (he said she said)

suggestibility: implanted memories... fake memories (pseudo memories).. non eventful things

bias: distortions produced by current knowledge and beliefs

persistence: unwanted recollections that people can't forget

ch 8. thought&language

>interconnected; complimentary: one influences the other.

Language & Cognition

Language is communication

cree culture: sign of respect to not look you straight in the eye

communication is power

the power of language

-part of social being

-to express and convey: thoughts, ideas, beliefs, emotions,

Infinite Generativity: flexibility of human language; possibility of endless meaningful sentences

Rule systems

phonology: languages sound system

MorphologyL languages rules for word formation

syntax: rules for combining words into acceptable phrases and sentences

(french) grammar

semantics: meaning of words and sentences

seems like its always evolving

LAngeage acquisition

-between nature& nurture

- humans are prewired for language
- neurological research shows > left part : speech production & language comprehension

language and intelligence:

development of language

-18 months +

Thought and Cognition

-cognitions ---> affect (emotion) ---> behaviour

Experience of thought

-self monitoring: fought to have self awareness

Problem Solving

-aspect of thinking...

need to specify the problem

analyze the problem

formulate possible solutions

evaluate possible solutions

choose a solution and implement it

Decision making strategies

-outcomes of each strategy

-compare alternatives

-evaluate possible negative side effects

-the risk for each alternative

-be creative

## Critical thinking

- be mindful

## Cognitive Distortions

- attributions

- personal responsibility

- projection of blame

Inductive reasoning> specific to general

deductive reasoning> general to specific

## What influences Decision MAKing

- conformatory bias:

  - >info that supports ideas-ignore the contrary evidence

- belief perseverance

  - >holding onto a belief about something that despite the existence of obvious evidence

- overconfidence bias

  - >confidence level is beyond what it should be... and your judgement goes beyond th evidence

- hindsight bias

  - >overconfident about events and circumstances that have already occurred (you know the outcome)

- availability heuristic

>prediction of the likelihood of an event occurring based on freq of the events occurrence

-representativeness heuristic

> faulty decision based on how well an issue or event matches a prototype or representative example

-problem of base rates

>believing that an event with a higher base-rates of occurrence than it actually does... easier to predict

-illusory correlation

>things are related when they are not

>halo effect-making attributions about someone when it isn't the case