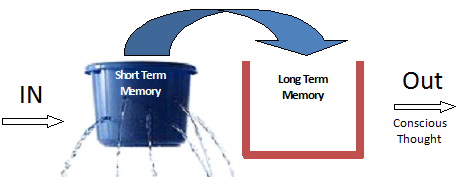
**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_**

**Psychology 101 Reading Guide**

**Complete the following on a separate sheet of paper**

**Section 6.1**



I. Encoding—Definition:

A. Elaborative Encoding

1. Definition:

2. Semantic, rhyme, and visual judgments-Explain what happens and which leads to better memory

3. Which parts of the brain are involved

B: Visual Image Encoding

1. Definition:

2. Why does this work so well?

A.

B.

3. Which parts of the brain are involved

C. Organizational Encoding

1. Definition:

2. Example:

3. Which parts of the brain are involved

D. Encoding of Survival-Related Information

1. Evolutionary Perspective: Explain

2. Reasons why survival encoding produces high levels of memory

A.

B.

**Section 6.2**

II. Storage

A. Sensory Stage

1. Length of time:

2. Iconic Memory: Define

3. Echoic Memory: Define

B. Short-Term Storage and Working Memory

1. Length of time:

2. Amount of items:

3. Rehearsal:

4. Chunking:

5. Explain the new way of looking at short-term memory as working memory

C. Long-Term Storage

1. Length of time:

2. Amount of items:

3. Brain area(s) involved:

4. Patient H.M.

5. anterograde amnesia:

6. retrograde amnesia:

7. memory consolidation

a. two kinds

b. how it works

c. reconsolidation

D. Memories, Neurons, and Synapses

1. What is Aplysia

2. Explain the meaning of “cells that fire together wire together.”

3. Explain LTP

**Section 6.3-Retrieval**

A. Retrieval Cues

1. Definition

2. Explain encoding specificity principle

3. Explain state-dependent retrieval

4. Explain transfer-appropriate processing

B. Consequences of Retrieval

1.

2.

C. Separating Components of Retrieval

1. Brain part used when TRYING to retrieve info

2. Brain part used when SUCCESSFULLY retrieving info

**Section 6.4-Multiple Forms of Memory**

A. Explicit- Definition:

a. semantic

i. brain part

b. episodic

i. brain part

B. Implicit- Definition:

a. procedural

i. brain part involved:

b. priming

i. Compare brain parts involved

**Section 6.5- Memory Failures**

A. Transience—

1. Retroactive interference—

2. Proactive interference—

B. Absentmindedness—

1. Causes

i.

ii.

C. Blocking—

1. When occurs

2. Parts of brain

D. Memory Misattribution—

1. Source memory—

2. Destination memory—

3. Parts of brain

4. False recognition—

5. Déjà vecu—

6. Part of brain used in true and false recognition

7. Explain “dangerous” misattribution

E. Suggestibility—

1. Explain the “danger” of suggestibility

F. Bias—

1. Consistency bias—

2. Change bias—

G. Persistence—

1. flashbulb memories—

2. Brain part

H. Vices or Virtues

1. Explain two pros and cons concerning memory failures