

63. amnesia	loss of memory	59. decay theory	- theory that states when we learn something new, a neurochemical memory trace forms, but over time its trace disintegrates - suggests that the passage of time always increases forgetting - "use it or lose it"
64. anterograde amnesia	- a memory disorder that affects the retention of new information and events - failing with new information	5. Divided attention	- concentration on more than one activity at the same time - studies show individuals do not do well on memory tests of information that was acquired while performing other tasks
12. Atkinson-Shiffrin theory	The theory that states memory storage involves three separate systems: sensory memory, short-term memory, and long-term memory (SSL)	73. dual-code hypothesis	...
47. autobiographical memory	- a special form of episodic memory, consisting of a person's recollections of his or her life experiences - forms the core of an individual's personal identity	14. echoic memory	- auditory sensory memory, retained for several seconds - can take a second to process
23. central executive	- integrates information not only from the phonological loop and visuospatial working memory but also from long-term memory - assisted by phonological loop and visuospatial	9. elaboration	The formation of a number of different connections around a stimulus at a given level of memory encodingcreating a huge spider web of links between some new information and everything you already know - technique: create a self-reference
79. cerebellum	damage >>> difficulty with balance and motor skills	78. emotional memories	- frequently linked to smell - influenced by amygdala (damage to the amygdala >>> difficulty with emotional memories)
18. chunking	grouping information into groups that make them easier to remember	3. encoding	the first step in memory; the process by which information gets into memory storage
31. classical conditioning	form of learning discussed in chapter 6, involves the automatic learning associations between stimuli	81. encoding failure	- the information was never entered into short-term or long-term memory
35. connectionism	aka parallel distributed processing, the theory that memory is stored throughout the brain in connections among neurons, several of which may work together to process a single memory	45. encoding specificity principle	states that information present at the time of encoding or learning tends to be effective as a retrieval cue
75. connectivist network	- memories form connections over numerous neural pathways - memories are not in "nodes" - helps explain why cramming does not work	67. encode (study tips)	-pay attention -process information at an appropriate level -elaborate on the points to be remembered -use imagery -understand that encoding is not simply something that you should do before a test
71. contamination stories	stories about going from good to worse	27. episodic memory	- retention of information about where, when, and what of life's happenings- that is, how individuals remember life's episodes - questions about your life (memories about you)
46. context-dependent memory	- when people remember better when they attempt to recall information in the same context in which they learned it - application: taking witness to scene of crime, taking test in similar testing environment, knowing someone's name only in a specific setting, remembering event where event took place	26. explicit memory	aka declarative memory, the conscious recollection of information, such as specific facts or events and, at least in humans, information that can be verbally communicated.....information is transmitted from the hippocampus to the frontal lobes

55. eyewitness testimony	- not always accurate, memories can be distorted accidentally - witnesses talk >> similar (but less accurate) accounts	2. memory	the retention of information or experience over time as the result of three key processes: encoding, storage and retrieval
52. Flashbulb memory	the memory of emotionally significant events that people often recall with more accuracy and vivid imagery than everyday events	1. memory processes	encoding, storage, retrieval
74. George Miller	- wrote the classic paper on the 7+/- 2 phenomenon about short-term memory	17. memory span	the number of digits an individual can report back in order after a single presentation of them
80. Hermann Ebbinghaus	- memory (loss) research: most forgetting occurs soon after we originally learned something	54. motivated forgetting	forgetting that occurs when something is so painful or anxiety-laden that remembering it is intolerable
15. Iconic memory	- visual sensory memory, retained for only 1/4 of a second - is superior to echoic memory for retention	7. multitasking	doing multiple things at once; having divided attention
29. Implicit memory	aka non-declarative memory, memory in which behavior is affected by prior experience without a conscious recollection of that experience	76. neurons	- memory application: neurons have specific functions/specialization (specific neurons to recognize faces)
56. interference theory	the theory that people forget not because memories are lost from storage but because other information gets in the way of what they want to remember	37. nodes	locations of neural activity
77. Kandel and Schwartz	- used sea slugs in memory research because they have relatively few neurons	66. organizing (study tips)	-review course notes routinely and catch potential errors and ambiguities early -organize the material in a way that will allow you to commit it to memory effectively -experiment with different organizational techniques
48. level 1 of autobiographical memory	-life time periods -long segments of time measured in years and even decades	72. Paivio	- came up with dual-code hypothesis (visualizing image is better than just the word)
49. level 2 of autobiographical memory	-general events -extended composite episodes measured in days, weeks, or months	21. phonological loop	- briefly store speech-based information about the sounds of language - assists (along with visuospatial working memory) the central executive
50. level 3 of autobiographical memory	-event-specific knowledge -individual episodes measured in seconds, minutes, or hours	40. primacy effect	- recalling items at the beginning of list - application: remembering the first person who presented in class - ambiguity: do not confuse with recency effect (end of list)
8. levels of processing	a continuum of memory processing from shallow to intermediate to deep, with deeper processing = better memory - shallow - intermediate - deep	32. priming	- the activation of information that people already have in storage to help them remember new information better and faster - associated w/ enhanced retrieval of memories - application of expectations (told do well --> do well; told do poorly --> do poorly)
25. long-term memory	relatively permanent type of memory that stores huge amount of information for a long time	57. proactive interference	- situation in which material that was learned earlier disrupts the recall of material that was learned later - application: trying to get to new information, failing because of old information
36. long-term potentiation	concept states that if two neurons are activated at the same time, the connection between them, and the memory, may be strengthened	30. procedural memory	- memory for skills - examples: tying shoes, typing, writing, dancing, etc.
		62. prospective memory	remembering information about doing something in the future; includes memory for intentions

42. recall	- memory task in which the individual has to retrieve previously learned information - application: remembering someone's name	65. retrograde amnesia	- memory loss for a segment of the past but not for new events - failing with old information
41. recency effect	- refers to better recall for items at the end of a list - application: remembering the last contestant on a show - ambiguity: do not confuse with primacy effect (beginning of list)	61. retrospective memory	- remembering information from the past - almost all memory is retrospective memory - ambiguity: do not confuse with prospective memory (future; to-do's)
44. recognition	memory task in which the individual only has to identify learned items ie. multiple choice tests - application: remembering someone's face (not necessarily remembering their name)	33. schema	preexisting mental concept or framework that helps people to organize and interpret information. Schemas from prior encounters with the environment influence the way we encode, make inferences about, and retrieve information
70. redemptive stories	stories about going from bad to better	34. script	- a schema for an event, often containing information about physical features, people, and typical occurrences - examples: class/school, church, restaurants, movie theatres (you know what to expect, what to DO, etc.)
43. regency effect	...	4. selective attention	being able to focus on some things while ignoring others
19. rehearsal	- the conscious repetition of information - can keep content in short-term memory indefinitely (normally w/o rehearsal 30 seconds or less) - application: can be internal (repeating to self in mind) or external (repeating aloud to someone)	10. Self-reference	relation material to your own experience
68. rehearse (study tips)	-rewrite, type, or retype your notes -talk to people about what you have learned and how it's important to real life to reinforce memory -test yourself -while reading and studying, ask yourself questions -treat your brain kindly	28. semantic memory	- person's knowledge about the world, including his or her areas of expertise; general knowledge, such as of things learned in school; and everyday knowledge - all of your random facts (the main characters of the Vampire Diaries, the names of presidents, etc.)
51. reminiscence bump	effect that adults remember more events from the second and third decades of life than from other decades	13. sensory memory	- memory system that involves holding information from the world in its original sensory form for only an instant, not much longer than the brief time it is exposed to the visual, auditory, and other senses - stops too much information from entering your memory at a time
53. repression	- defense mechanism by which a person is so traumatized by an event that he or she forgets it and then forgets the act of forgetting - a.k.a. motivated forgetting - associated with Freud	39. serial position effect	- tendency to recall the items at the beginning and end of a list more readily than those in the middle (consists of primacy effect and recency effect) - to aid memory, pay special attention to the middle of a list, etc. (b/c it is the easiest to forget/not encode) - primacy effect (beginning) - recency effect (end)
38. retrieval	the memory process that occurs when information that was retained in memory comes out of storage	16. short-term memory	- limited-capacity memory system in which information is usually retained for only as long as 30 seconds unless we use strategies to retain it longer - attention = important component to move information into short-term memory from sensory memory - rehearsal = common strategy
69. retrieve (study tips)	-use retrieval cues -sit comfortably, take a deep breath, and stay calm		
58. retroactive interference	situation in which material that was learned later disrupts the retrieval of information that was learned earlier - application: trying to get to older information, failing because of new information		

11. storage	the retention of information over time and how this information is represented in memory
6. sustained attention	aka vigilance, the ability to maintain attention to a selected stimulus for a prolonged period of time - a.k.a. selective attention - helps encode/put information into memory (remembering what your read, etc.)
60. tip-of- the-tongue (TOT) phenomenon	a type of effortful retrieval that occurs when we are confident that we know something but can not quite pull it out of memory
24. visual executive	integrates information from phonological loop and visuospatial working memory, also the long-term memory
22. visuospatial working memory	- stores visual and spatial information, including visual imagery - assists (along with the phonological loop) central executive
20. Working memory	three part system that allows us to hold information temporarily as we preform cognitive tasks; a kind of mental workbench on which the brain manipulates and assembles information to help us understand, make decisions, and solve problems