

Chapter 9: Memory

Term & page	Definition/description	Example
1) Memory (p. 344)	Is the persistence of learning over time via the storage and retrieval of information.	
2) A flashbulb memory (p. 345)	Is an unusually vivid memory of an emotionally important moment in one's life.)	
3) Encoding (p.345)	Is the first step in memory; information is translated into some form that enables it to enter our memory system.	
4) Storage (p. 345)	Is the process by which encoded information is maintained over time.	
5) Retrieval. (p.345)	Is the process of bringing to consciousness information from memory storage	
6) Sensory memory (p.346)	Is the immediate, initial recording of sensory information in the memory system.	
7) Short-term memory (p.346)	Is conscious memory, which can hold about seven items for a short time.	
8) Long-term memory (p.346)	Is the relatively permanent and unlimited capacity memory system into which information form short-term memory pass.	
9) Automatic processing (p.347)	Refers to out unconscious encoding of incidental information such as space, time, and frequency and of well-learned information.	
10) Effortful processing (p.347)	Is ending that requires attention and conscious effort.	

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11) Rehearsal (p.347)	Is the conscious, effortful repetition of information that you are trying either to maintain in consciousness of to encode for storage.	
12) The spacing effect (p.348)	Is the tendency for distributed study or practice to yield better long-term retention than masses study or practice.	
13) The serial position effect (p.349)	Is the tendency for items at the being and end of a list to be more easily retained than those in the middle.	
14) Visual encoding (p.350)	Is the use of imagery to process information into memory.	
15) Acoustic encoding. (p.350)	Is the processing of information into memory according to its sound	
16) Semantic encoding (p.350)	Is the processing of information into memory according to its meaning.	
17) Imagery (p.351)	Refers to mental pictures and can be an important aid to effortful processing.	
18) Mnemonics (p.351)	Are memory aids (the method of loci, acronyms, peg-word, etc.), which often use visual imagery.	
19) Chunking (p.352)	Is the memory technique of organizing material into familiar units.	
20) Iconic memory (p. 354)	Is the visual sensory memory consisting of perfect photographic memory which lasts no more that a few tenths of second.	
21) Echoic memory (p.355)	Is the memory sensory memory of auditory stimuli, lasting about 3 or 4 seconds.	

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22) Long-term potentiation (LTP) (p.357)	Is an increasing in a synapse's firing potential following brief, rapid stimulation. LTP is believed to be the neural basis for learning and memory.	
23) Amnesia (p.358)	Is the loss of memory.	
24) Implicit memories (p.359)	Are the 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 procedural or nondeclarative memories.	
25) Explicit memories (p.359)	Are memories of facts, including names, images, and events. They are also called declarative memories.	
26) The Hippocampus (p.360)	Is a neural center located in the limbic system that is important in the processing of explicit memories for storage.	
27) Recall (p.361)	Is the measure of retention in which the person must remember, with few retrieval cues, information learned earlier.	
28) Recognition (p.362)	Is a measure of retention in which one need only identify, rather than recall, preciously learned information.	
29) Relearning (p.362)	Is also a measure of retention in that the less time it takes to relearn information, the more that information has been retained.	
30) Priming (p. 362)	Is the activation, often unconscious, of a web of associations in memory in order to retrieve a specific memory.	
31) Déjà vu (p.362)	Is the false sense that you have already experienced a current situation.	

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32) Mood-congruent memory (p.364)	Is the tendency to recall experiences that are consistent with our current mood.	
33) Proactive interference (p.368)	Is the disruptive effect of something you already have learned on your efforts to learn or recall new information.	
34) Retroactive interferences (p.368)	Is the disruptive effect of something recently learned on old knowledge.	
35) Repression (p.370)	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.	
36) The misinformation effect (p.372)	Is the tendency of eyewitnesses to an event to incorporate misleading information about the event onto their memories.	
37) source amnesia (p374)	Refers to misattributing an event to the wrong source.	