

Name:

Period:

AP Psychology – Guided Reading Questions
Unit 7A – Memory

Section 1 – The Phenomenon of Memory (Intro) and Section 2 – Information Processing

1. Define the following terms that deal with information processing:
 - a. encoding –
 - b. storage –
 - c. retrieval –
2. Compare the workings of a computer to that of a human's memory.
3. Describe Atkinson's and Shiffrin's proposal of how we form memories:
 - a. sensory memory – (iconic and echoic)
 - b. short-term memory –
 - c. long-term memory –

HOW WE ENCODE

4. What is parallel processing?
5. What is automatic processing?
 - a. examples of automatic processing:
6. What is effortful processing?
 - a. In terms of rehearsal, what was a simple beginning principle?
 - b. What is the spacing effect? How can it help you in this class?

c. What is the serial position effect?

- What is the recency effect?
- What is the primacy effect?

WHAT WE ENCODE

7. What is the author's *point to remember* in regards to learning new subject material?

8. What is visual encoding? acoustic encoding? semantic encoding?

a. Define imagery –

b. What are mnemonics? Provide an example when you have used a mnemonic device.

9. What is chunking? When do you use it?

10. What are *hierarchies*?

a. How do hierarchies help us organize information better?

STORAGE: RETAINING INFORMATION

11. At the heart of memory is _____.

WORKING/SHORT-TERM MEMORY

12. Without active processing, short-term memories have a _____.

13. What is meant by the magical number seven, plus or minus two?

14. Our short-term recall is better for ...?

15. What is the basic principle regarding short-term memory?

LONG-TERM MEMORY

16. Our capacity for storing long-term memories is _____.

STORING MEMORIES IN THE BRAIN

17. How does experience modify the brain's neural networks?

18. What is long-term potentiation?

19. How does stress or excitement affect memories? (include discussion of the amygdala)

20. Weaker emotion means _____.

21. What are flashbulb memories? List a personal example.

22. What are some limits to stress-enhanced remembering?

23. What is amnesia?

24. What is implicit memory (nondeclarative memory)?

25. What is explicit memory (declarative memory)?

26. What types of memories are "laid down" via the hippocampus?

27. How is the hippocampus active in processing memories during sleep?

28. What is the role of the cerebellum in processing memories?

29. What is *infantile amnesia*? Why can't we recall anything from our first three years?

RETRIEVAL: GETTING THE INFORMATION OUT

30. Define and give an example of:

a. Recall:

b. Recognition:

c. Relearning:

31. What are *retrieval cues* and give an example. What are the best retrieval cues?

32. What is priming?

33. How does context affect memories?

34. What is déjà vu?

35. What is a state-dependent memory?

36. Define mood-congruent. Can you think of a personal example?

37. Our mood's effect on retrieval helps explain:

SECTION 3 – FORGETTING

38. According to memory researcher Daniel Schacter, describe the seven ways our memories fail us. (Include the sins of forgetting, distortion, and intrusion)

ENCODING FAILURE

39. How can age affect encoding?

40. Why is it hard to figure out which penny on page 280 is the correct one?

STORAGE DECAY

41. What is Hermann Ebbinghaus' famous forgetting curve?

a. What is one explanation for the forgetting curves?

RETRIEVAL FAILURE

42. What is proactive interference? Retroactive interference?

43. Why is information presented before sleep protected from retroactive interference?

44. Freud suggested we repress painful memories. What does this mean?

SECTION 4 – MEMORY CONSTRUCTION

45. We often _____ our memories as we _____ them.

46. What is the misinformation effect? (Elizabeth Loftus)

47. The more vividly we can imagine things, the more likely we are to:

48. What is source amnesia?

49. People's initial interpretations influence their:

50. Could we judge a memory's reality by its persistence? Explain.

51. What does it mean we are more likely to remember the gist of a memory than the details?

Unit 7B – Thinking, Problem Solving, Creativity, and Language

SECTION 1 – THINKING

1. What is cognition and what does a *cognitive psychologist* do?

2. What is a concept and give an original example?

3. What are prototypes and give an example?

Solving Problems

4. What are algorithms and give an example?

5. What are heuristics and give an example?

6. What is insight?
7. What is creativity?
8. How is *convergent* thinking different from *divergent* thinking?
9. According to Robert Sternberg, what are the five components of creativity?
10. What is confirmation bias? Come up with an original example.
11. What is fixation?
 - a. What is a mental set?
 - b. What is functional fixedness?

Making Decisions and Forming Judgments

12. What is a representative heuristic? Give an original example.
13. What is the availability heuristic? Give an original example.
14. What is overconfidence?
15. What is belief perseverance?
16. What is framing?

SECTION 2 – LANGUAGE

17. Define language –

Language structure

18. What are phonemes?
19. What are morphemes? Give a couple examples.
20. Define grammar –
21. Define semantics –
22. Define syntax –
23. Language becomes increasingly more complex as you:

Language Development

24. By 4 months of age, babies can:
25. What is receptive language? What is productive language?
26. What is the babbling stage? When is this usually reached?
27. What is the one-word stage and when do most children enter it?
28. When do most children reach the two-word stage? What does it mean that they are uttering the two words in telegraphic speech?
29. Explain B.F. Skinner's theories on language development.

30. Noam Chomsky believed given adequate nurture, then:

a. What is a language activation device?

31. Childhood seems to represent a _____ for mastering certain aspects of language.

SECTION 3 – THINKING AND LANGUAGE

Language Influences Thinking

32. What is linguistic determinism?

33. Our words may not _____ what we think, but they do _____ our thinking.

Thinking in Images

34. We usually think with _____ - a mental picture.

35. What is the *point to remember* in regards to mental rehearsal?