

Science of Psychology

PSY W1001 Section 2
MW 8:40-9:55 Fall 2012



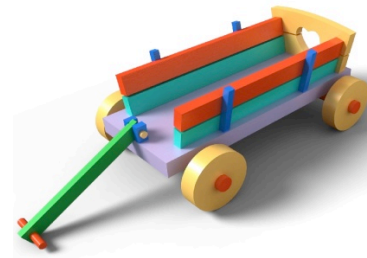
Monday, October 8
Memory

Announcements

- Exam #1
 - Grading is underway
 - Online quiz will be added as extra credit to the first exam
- Lecture Cancelled Monday, Oct. 15th
 - Make-up lecture will be scheduled before the next exam

Implicit Memory

- Memory without conscious awareness
 - Procedural
 - Riding a bike
 - Priming
 - Fill in the word
__a__on
- Not hippocampal dependent



Explicit Memory

- Memory with conscious awareness
- Semantic
 - General knowledge
 - Albany is the capital of New York
 - Not hippocampal dependent
- Episodic
 - Event-based
 - I went to Albany to demonstrate for increased education funding
 - Hippocampal dependent

Episodic memory in non-human animals?

- Clayton and Dickinson
 - Scrub Jays memory for what and when
 - Worms versus pine nuts
 - Worms spoil after several days, nuts do not
 - Will retrieval behavior change as a function of location of cache and duration since cache?
- *Supplemental reading will be posted o Courseworks*

And now for something completely different....

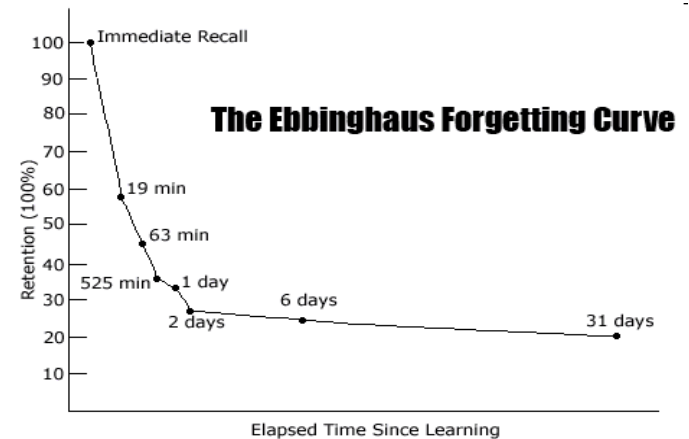
- Memory Demonstration

Memory — fact or fiction

- Memory is not a videotape
 - Subject to mistakes
- Mistakes of memory lead to better understanding of what is going on in memory

Memory mistakes

- Transience
 - Forgetting stuff over time
- Interference
 - Proactive
 - New memories blocked by old
 - Retroactive
 - Old memories blocked by new



Absentmindedness

- Dividing doesn't always conquer
 - Attention requires brain resources
 - Divided attention results in decreased left frontal lobe activity during encoding
 - Therefore, less elaborative encoding
 - Therefore less memory for items.

Blocking

- Wait, wait, don't tell me...I know this answer....
- Nope, it's just gone

or

- Tip-of-the-tongue experience
 - Blocking with the feeling of possible recovery

Misattribution

- Failure of source memory
 - Where did I learn that?
- False recognition
 - Don't I know you?
 - Didn't I hear the work sweet?

Suggestibility

- Similar to misattribution, but with suggested information
 - External sources provide misleading information
 - Loftus – eyewitness testimony
 - Recovered memories

Bias

- Consistency Bias
 - We can err on the side of consistency of memory
 - My attitude is the same now as it was then
- Change Bias
 - We can exaggerate differences in attitude
 - Getting better all the time!
- Egocentric Bias
 - We can make ourselves appear better
 - I was an A student through high school

Study Questions

- Compare and contrast implicit and explicit memory. Give an examples of each. Which types of memory require the hippocampus?
- What evidence is there of episodic memory in non-human animals. (Note: refer to the supplemental reading posted on Courseworks to completely answer this question.)
- Memory is not like a digital recording. Provide several examples of memory failures, beginning with the in class demonstration, that support this premise.
- Compare and contrast proactive and retroactive interference. Give an example of each.
- What is the role of attention in memory?
- What are some examples of bias, and how does each influence memory?