

Chap8: Knowledge Representation

Understand what organizing semantic / general knowledge means.

Know the models of general knowledge:

- (1) hierarchical semantic network model: assumptions, predictions, evidence for and against the model, etc..
- (2) spreading activation theory.

Understand what concepts and categorization mean.

Know the models of categorization:

- (1) the classical view: basic assumptions, characteristics, etc..
Bruner et al.'s experiment
- (2) the prototype view: basic assumptions, characteristics (family resemblance), etc..
Rosch et al.: the idea of basic-level categories
- (3) the exemplar view: basic assumptions, characteristics, etc..
Reber's legal vs. illegal letter string experiment (implicit learning): procedure, results, etc.
Brooks' experiment and 5 factors that promote use of exemplars.
- (4) Schemata and scripts.

Chap9: Visual imagery

Know Paivio's dual-coding hypothesis, experiment, and results.

Be able to distinguish 5 principles of visual imagery and know all experiments relevant to each:

- (1) implicit encoding
- (2) perceptual equivalence
- (3) spatial equivalence: mental (image) scanning