Quizlet

Psychology Lecture #7 - Memory

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1. **3 Process Theory of Memory**	- sensory memory - short-term memory - long-term memory
2. **Alzheimer's disease**	- long term memory gone, only short term memory left - Primary therapy is to stay in a familiar environment
3. **Anterograde amnesia**	loss of the ability to create new memories after the event that caused the amnesia
4. **Cerebellum**	A large structure of the hindbrain that controls fine motor skills.
5. **Chunking**	reorganizing information into smaller bits (phone number)
6. **dentate gyrus**	- located in hippocampus - thought to contribute to the formation of new episodic memories
7. **ethanol (alcohol)**	- depletes choline, which is ingredient to making acytcholine - Takes water out of brain - May result in epilepsy
8. **eyewitness memory**	Remembering and reporting events the person has witnessed or experienced.
9. **Flashbulb Memory**	a clear memory of an emotionally significant moment or event
10. **Herpes**	eats up hippocampus 70% of us have it in form of chicken pox,
11. **Hippocampus**	primary memory muscle in brain, uses aceytcholine to learn
12. **Imprinting**	the process by which certain animals form attachments during a critical period very early in life (ducks following man)
13. **Interference**	concurrent processing demands
14. **John B. Watson (Father of Behaviorism)**	Believed that human development occurred due to the learned associations between stimuli and responses. first to go against freud theories
15. **John B. Watson (Father of Behaviorism)**	Believed that human development occurred due to observable stimulus-response behaviors, and states all behaviors are learned through interaction with the environment
16. **Karl Lashley**	Found that memory is not stored in just one place of the brain. Tested on rats. - Hippocampus: extends around brain, so when one senses something, it forms associations all around
17. **left hippocampus**	- verbal memory - short term persistence
18. **long-term memory**	the relatively permanent storage of information
19. **Long Term memory forgetting factors**	- encoding or storage failure (make material more meaningful or emotional) - overlearning - retrieval failure - interference factors (young and old people more likely to forget)
20. **long-term potentiation (LTP)**	- long-lasting strengthening of synapses between nerve cells. - Psychologists use LTP to explain long-term memories
21. **Neural Decay**	decay or degradation of neural activity
22. **Neurogenesis**	the formation of new neurons
23. **olfactory bulb**	the first brain structure to pick up smell information from the nose
24. **Parahippocampal**	- surrounds the hippocampus and is part of the limbic system. - This region plays an important role in memory encoding and retrieval.
25. **Primacy Effect**	tendency to remember information/experiences at the beginning
26. **proactive interference**	old information hinders recall of new information
27. **Rabies**	damages hippocamus immediately after being bitten
28. **recency effect**	tendency to remember recent information better than earlier information
29. **Redintegrative Memory**	memories that are reconstructed or expanded by starting with one memory and then following chains of association to related memories
30. **retroactive interference**	new information hinders recall of old information
31. **Retrograde amnesia**	an inability to retrieve information from one's past before the event
32. **Reverberating circuit**	A cell assembly that continues to respond after the original stimulus that excited it has ceased, providing a neural basis for short-term memory
33. **right hippocampus**	- faces and places - long term persistence
34. **semantic memory**	a network of associated facts and concepts that make up our general knowledge of the world

35.	**Sensory Memory**	the immediate, very brief recording of sensory information in the memory system - duration: about 0.3 seconds - Capacity: unknown/unlimited - Forgetting Factors: neural decay and active filtering (>75% eliminated at this level)
36.	**Short Term Memory**	activated memory that holds a few items briefly, such as the seven digits of a phone number while dialing, before the information is stored or forgotten - duration: about 30 seconds
37.	**stimulus persistence**	information obtained from residual neural activity - increases in brighter settings
38.	**Taste Aversion**	a learned avoidance of a particular food