Outline

Questions about Course Structure, Syllabus, etc.
Questions from Reading
Overview of the Seven Sins
Work Memory verses Long Term Memory

The Contents of Long Term Memory
   Episodic Memory (e.g., Autobiographical Memory)
   Declarative Knowledge (Facts, Meaning of Words, etc)

   Procedural Knowledge (Skills)
Seven Sins Of Memory

Transience
Absent-mindedness
Blocking
Misattribution
Suggestibility
Bias
Persistence

Sins of Omission
Sins of Commission
Transience

Focus on Autobiographical Information

Ebbinghaus’s forgetting function from Anderson

Same form, different rates for various experiences

Studies of autobiographical memory

Thanksgiving versus a Day at Work

Importance and/or Uniqueness

Interference

“Forgetting Monica”

Working version Long Term Memory

Contents of Long Term Memory

Retrieval From Memory
## Working versus Long Term Memory

Two Concept Theory of Memory

**Activation:** Momentary availability of a memory trace

**Strength:** Long term durability of memory trace

<table>
<thead>
<tr>
<th>High Strength</th>
<th>Low Strength</th>
<th>Working Memory</th>
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<tbody>
<tr>
<td>Well-learned things we are currently thinking about</td>
<td>Things we have just stored for the first time</td>
<td></td>
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<tr>
<td>Low Activation</td>
<td>Well-learned memories we are not thinking about</td>
<td>Things we cannot recall</td>
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<tr>
<td>Long Term Memory</td>
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</table>
Contents of Long Term Memory

Episodic Memory
  Autobiographical Memory
  Prospective Memory

Semantic Memory
  Meanings
  Facts

Procedural Memory
  Skills
  Reading
  Driving a Car

Declarative vs Procedural Knowledge
  Declarative Knowledge
    Appearance
    Order
    Meaning
  Procedural Knowledge
Retrieving Information From Episodic Memory

Size and Complexity and Duration
- Millions of experiences
- Permastore

Two Problems
- Loss (Decay) of Information
- Finding What Has Been Stored

Determinants of Accuracy
- Elaboration
- Reconstruction
- Context
- Expertise
Levels Of Processing

Elaboration is a Fundamental Determinate of Successful Remembering

Depth of Processing

• Maintenance rehearsal
• Elaborative rehearsal
• Focus on Processes During Study!!!!!!

Impact of Background Knowledge on Memory

Mnemonics

Expertise and Memory

Memory for a Baseball Game
(Hi vs Low Knowledge)

Reading