Kinds of Memory

Memory For Appearance of Events
pictures, images, arrangements

Memory For the Order of Events
melodies, the alphabet

Memory for Meaning of Events
Recognition Verses Recall

Recognition Tests
  Yes-No, Multiple Choice
  Similarity
Familiarity Judgment followed by Retrieval Check
Recognition Memory for Pictures
  Shepard (1967) Study 612 pictures,
    98 % correct on yes-no test
  Standing (1973) Studied 10,000 pictures
    90% correct

The Role of Imagery/Context In Avoiding False Recognitions
**Meaning-Based Representations**

A representation of the *meaning* of sentences, pictures, and events.

The elements of a meaning-based representation are propositions or idea units.

Schemas are large complex units of knowledge

- concepts
- stereotyped sequences of actions
PROPOSITIONS
Smallest Unit of Knowledge or Meaning in LTM

John sleeps. (SLEEP, JOHN)
Mary bakes a cake. (BAKE, MARY, CAKE)
A robin is a bird. (BIRD, ROBIN)
Snow melts slowly. (MELT, SNOW)
(SLOW, MELT)

Experimental Evidence

Reading and recall as a function of the number of underlying propositions
Memory for inferences
The Levels Effect
Memory for meaning (gist) is much more durable than memory for
- the actual wording of sentences
- the details of pictures and events.
LARGER UNITS OF KNOWLEDGE

"... and he will make you take it back."

How do you know that the "it" refers to the new kite?

SCRIPTS or SCHEMA

Stereotyped sequences of actions

  going to a restaurant
  a birthday party (for under 6 year olds)
  large number of other examples

Role in story comprehension

  partial presentation of script
  reader can infer the rest

Experiments on scripts

  Bower, Black, and Turner (1979)
BOWER, BLACK, AND TURNER (1979)

Experiment I Do people have scripts?
What do you do when you go to a restaurant?
Consistency of responses across subjects.

Experiment 3 Script recall
Confusions between different versions of the same script.
Visit to a health professional
doctor    dentist    chiropractor

Experiment 7 Remembering deviations from scripts
obstacles "you can't read a menu in french"
error "the waiter gave you a wrong order"
distractions "the child at the next table started crying"

call all of the above interruptions

Recall
script-actions    interruptions    irrelevances
38%    53%    32%