Overview

Today
   Schema and Scripts
   Sin of Suggestibility
   Initial Discussion of Bias

Next Week
   Finish Up Schacter
      Sin of Persistence
      The Seven Sins; Vices or Virtues

Reading
   Read Schacter, Chapters 6 – 8

You should have a copy of


By Now
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%
Overview of Sins Suggestibility and Bias

Our Memories Are Surprisingly Malleable (Modifiable)

Suggestibility: Modification of memory by external sources

Bias: Modification of memory other knowledge in memory

Common Elements

  Transience

  Schemas or Scripts
    For Events
    Self Concepts
    Sterotypes
Suggestibility

Modification of Memory of Single Experiences

Crash of El Al cargo plane
Loftus experiments
Eye Witness Testimony

Loftus, Miller, & Burns (1978)
Series of slides
Sports car turns a corner onto a busy road and then hits a pedestrian

Answers a series of questions

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<tr>
<th>On Slide</th>
<th>In Question</th>
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<tbody>
<tr>
<td>Stop Sign</td>
<td>Stop</td>
<td>Yield</td>
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<tr>
<td>Yield Sign</td>
<td>Stop</td>
<td>Yield</td>
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A Week Later, Select from a pair of slides of the sports car turning the corner (Stop verses Yield Sign)

Consistent: 75%

*Inconsistent*: 41%