

## Everyday Memory

Neisser's (1982) notion of ecological validity

### **The constructive nature of memory**

Bartlett's (1932) Tradition and Approach:

In the real world people use knowledge and **schemata** (organizations of the past experiences) to reconstruct the material at the time of retrieval.

\* "The War of the Ghosts"

### **False Memory and Eye-Witness**

Loftus' Experiments

Test questions:

Results:

### **"Memorial Malleability"**

Bransford and Franks (1971)

Subjects reorganized the information in the sentence and were unable to distinguish between old sentences and their own integration.

### **"Cognitive Interview" Technique:**

The technique utilizes the principle of encoding specificity to increase available memory cues and retrieval paths.

- a.
- b.
- c.
- d..

### **Lineups and Feedback Effects on Eyewitness of Crimes**

Giving feedback after suspect identification from a lineup or photospread distorts a witness's memories of both the original event and the identification decision.

This "post-identification feedback effect" is not tempered by the passage of time, even when the feedback is delayed by as much as 48 hours.

Gary Wells' Studies:

After a false identification, give (1) confirmatory, (2) correct, or (3) no feedback

Confirmatory feedback biased eyewitnesses' memories of witnessing experience, including:

- \*
- \*
- \*
- \*
- \*

Need for "double-blind" lineups

### **Childhood Memory of Parental Abuse**

#### **Implanted Memories**

Can an observer tell which recalled memory is implanted? No

Do true memory and false memory differ in any detectable ways? Yes

#### **Fallible Episodic Memory and Reliable Procedural Memory**

Spanish re-tested 25 years later

Long-term memory of a first Sign Language without rehearsal - A case study

When needed, procedural memories are simply accessed rather than reconstructed.

#### **How does a Lie Become Memory's Truth?**

Creating False Memories:

Revisit of True's study (childhood birthdays)

Planted memories (lost in a shopping mall)

Elizabeth Loftus' Four Questions about Memory Distortion:

When it happens?

Who is susceptible?

What happens to the original Memory?

Do People Believe in the Misinformation?

**Variables that May Contribute to False Memory and Judgmental Errors**

- Memory reconstruction in retrieval
- Source confusion in encoding and source amnesia in retrieval
- Use of schemas and scripts
- Imagination inflation
- Leading questions
- Reinforcement
- Repeated questioning
- Exposure duration
- Format of information presentation

**Flashbulb Memory**

A vivid memory of an emotionally important moment or event in one's life.

Two explanations:

a.

b.

**Autobiographical Memory and Childhood Amnesia**

Autobiographic Memory:

A more complex and personally significant form of episodic memory

It differentiates from general episodic memory in early childhood, resulting in

Infantile Amnesia.

\* The Freudian account

\* Reconstructed conceptual and schematic framework for organizing and storing information.

Memory Development

Memory Change in Normal Aging

Young adults are superior only on free-learning-free recall task that requires self-initiated effortful processing.

## **The Seven Sins of Memory** (Daniel Schacter, 2001)

1. Transience (fading over time)
2. Absentmindedness (forgetting because you weren't paying attention at the time)
3. Blocking (having something "on the tip of the tongue")
4. Misattribution (source amnesia)
5. Suggestibility (the distortion of memories by others, including media)
6. Bias (memories affected by personal biases)
  - Consistency bias
  - Change bias
  - Egocentricity bias
  - Hindsight bias
  - Stereotype bias
7. Persistence (the constant recall of unwanted memories)

## **Tulving's Five Major Memory Systems**

- 1.
- 2.
- 3.
- 4.
- 5.

### Episodic Memory

Sense of self and of the temporal continuity of life depends on

### Semantic Memory

Knowledge about the world, word meanings, and abstract schemas

Case of K.C: Intact semantic memory but poor episodic memory

Case of Mrs. P -- Semantic dementia (loss of knowledge about the concepts underlying words.)

### **Memory Strategies and Everyday Memory Aids**