

Name: \_\_\_\_\_ Date: \_\_\_\_\_

# Unit 7

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|---|---------------------------|
| 1. The persistence of learning over time through the encoding   | A. Long term memory       |
| 2. The processing of info into the memory system  | B. Sensory memory         |
| 3. The process of retaining encoded info over time  | C. Recall                 |
| 4. The process of getting info out of memory storage  | D. Retrieval              |
| 5. The processing of many aspects of a problem simultaneously   | E. Short term memory      |
| 6. The immediate , very brief recording of sensory info in the memory system  | F. Working memory         |
| 7. Activated memory that holds a few items briefly  | G. Echoing memory         |
| 8. Permanent and limitless storehouse of the memory system  | H. Automatic processing   |
| 9. A newer understanding of short term memory that focuses on conscious, active processing of incoming auditory                         | I. Mnemonics              |
| 10. Memory of facts and experiences that one can consciously know and declare   | J. Recognition            |
| 11. Encoding that requires attention and conscious effort   | K. Testing effect         |
| 12. Unconscious encoding of incidental info, such as space , time , and frequency   | L. Deep processing        |
| 13. Retention independent of conscious recollection   | M. Hippocampus            |
| 14. A momentary sensory memory of visual stimuli , a photographic or picture image memory lasting no more than a few tenths of a second | N. Memory                 |
| 15. If attention is elsewhere, sounds and words can still be recalled within 3 or 4 second span   | O. Chunking               |
| 16. Organizing items into familiar , manageable units   | P. Iconic memory          |
| 17. Memory aids , especially those techniques that use vivid imagery and organizational devices   | Q. Long term potentiation |
| 18. Distributed study or practice to yield better long term retention than is achieved through massed study or practice                 | R. Explicit memory        |
| 19. Enhanced memory after retrieving, rather than simply rereading info   | S. Encoding               |

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| 20. Encoding on a basic level based on the structure or appearance of words                    | T. Parallel processing |
| 21. Based on the meaning of words , tends to yield the best retention                          | U. Effort processing   |
| 22. A neural center located in the limbic system , helps process explicit memories for storage | V. Implicit memory     |
| 23. Clear memory of an emotionally significant moment or event                                 | W. Spacing effect      |
| 24. Increase in a cells firing potential after brief, rapid stimulation                        | X. Shallow processing  |
| 25. A measure memory in which the person must retrieve info learned earlier                    | Y. Storage             |
| 26. A measure of memory in which the person need only identify items previously learned        | Z. Flashbulb memory    |