

# AP Psychology - Unit 7 Assignment

## Memory, Thinking, and Language

**Big Questions:** How does the process of memory create a unique experience for each individual? How do language and cognitive processes work to influence our ability to think and problem solve?

### Memory, Thinking, & Language Unit Objectives:

- Explain memory in terms of information processing and distinguish between short-term and long-term memory.
- Describe the nature of iconic and echoic memory.
- Explain the process of encoding and distinguish between automatic and effortful processing.
- Explain the importance of meaning, imagery, and organization in the encoding process.
- Describe the capacity and duration of long-term memory and discuss the synaptic changes that may underlie memory formation and storage.
- Distinguish between implicit and explicit memory and describe the role of the hippocampus in explicit memory.
- Contrast recall, recognition, and relearning measures of memory.
- Describe the importance of retrieval cues and explain what is meant by state-dependent memory.
- Explain what is meant by retrieval failure and discuss the effects of interference and repression on retrieval.
- Describe the nature of concepts and the role of prototypes in concept formation.
- Discuss how we use means of trial and error, algorithms, heuristics, and insight to solve problems.
- Describe how the confirmation bias and fixation can interfere with effective problem solving.
- Explain how the representativeness and availability heuristics influence our judgments.
- Describe the effects that overconfidence and framing can have on our judgments and decisions.
- Discuss how our beliefs distort logical reasoning and describe the belief perseverance phenomenon.
- Describe artificial intelligence and contrast the human mind and the computer as information processors.
- Describe the structure of language.
- Trace the course of language acquisition and discuss alternative theories of language development.
- Describe the research on animal communication and discuss the controversy over whether animals have language.
- Discuss the relationship between thought and language. (Whorf's linguistic relativity)

### Memory, Thinking, & Language Overview

The cognition and language unit explores human memory as a system that processes information in three steps. Encoding refers to the process of putting information into the memory system. Storage is the purely passive mechanism by which information is maintained in memory. Retrieval is the process by which information is accessed from memory through recall or recognition.

This unit also discusses the important role of meaning, imagery, and organization in encoding new memories, how memory is represented physically in the brain, and how forgetting may result from failure to encode or store information or to find appropriate retrieval cues. The chapter discusses the issue of memory construction. How "true" are our memories of events? A particularly controversial issue in this area involves children's memories of sexual abuse.

Most of the cognition and language unit deals with thinking, with emphasis on how people logically-or at times illogically-use tools such as algorithms and heuristics when making decisions and solving problems. Also discussed are several common obstacles to problem solving, including fixations that prevent us from taking a fresh perspective on a problem and our bias to search for information that confirms rather than challenges existing hypotheses.

The unit also explores how computer systems have been constructed to simulate the neural networks of the human brain. By mimicking the ways in which human neural networks interconnect, computers enable scientists to study how human systems process sensations and memories and how the thought process works.

The rest of the unit is concerned with language, including its structure, development in children, use by animals, and relationship to thinking. Two theories of language acquisition are evaluated: Skinner's theory that language acquisition is based entirely on learning, and Chomsky's theory that humans have a biological predisposition to acquire language.

### Unit 7 Reading Assignments:

You are responsible for the reading listed below; it is meant to supplement the material discussed in class and there may be a pop quiz at any point.

- **OpenStax Psychology Textbook:** Chapters 7 & 8 (Posted on Class Website)
- **Myers Textbook (8th Edition):** Chapters 9 & 10 (pg. 349-429)

## Unit 7 Vocabulary Terms & Flip Book

Psychology is a term heavy course; you are responsible for the terms below. You will have a vocabulary quiz every other unit. For the quiz I will pull terms from the Unit vocabulary lists.

**IMPORTANT: 10 points of your Unit Test grade are devoted only to Vocabulary!**

**Unit 7 Flip Book: Each term should be on its own card. Each card will have the term thoroughly and clearly defined on the back. Each card will be taped into a manila folder and turned in the day of the unit test.**

1. Memory
2. Encoding
3. Storage
4. Retrieval
5. Sensory Memory
6. Short-Term Memory
7. Long-Term Memory
8. Working Memory
9. Parallel Processing
10. Automatic Processing
11. Effortful Processing
12. Rehearsal
13. Spacing Effect
14. Serial Position Effect (Primacy-Recency)
15. Visual Encoding
16. Acoustic Encoding
17. Semantic Encoding
18. Mnemonics
19. Chunking
20. Iconic Memory
21. Echoic Memory
22. Long-Term Potentiation (LTP)
23. Flashbulb Memory
24. Implicit Memory
25. Explicit Memory
26. Recall
27. Recognition
28. Priming
29. Mood-Congruent Memory
30. Proactive Interference
31. Retroactive Interference
32. Misinformation Effect
33. Source Amnesia
34. Cognition
35. Concept
36. Prototype
37. Algorithm
38. Heuristic
39. Insight
40. Fixation
41. Mental Set
42. Functional Fixedness
43. Representativeness Heuristic
44. Availability Heuristic
45. Overconfidence
46. Belief Perseverance
47. Framing
48. Language
49. Phoneme
50. Morpheme
51. Grammar
52. Semantics
53. Syntax
54. Linguistic Determinism

## Part II – Unit One-Pager

### One-Pager Directions:

- Use **UNLINED** White Paper.
- Use **Colored Pens, Pencils, or Markers**.
  - The more visually appealing it is the more you will learn and remember.
    - Why? - It will be stored by and in different parts of your brain by using different colors, physically writing on it, physically drawing picture, etc.
- **YOUR CONTENT MUST FILL THE ENTIRE PAGE.**
- Be purposeful about the arrangement of your content.
  - For example, have a reason for using a certain color or for placing an object in a certain place.
- Write **TWO** Quotations from the reading, activities, notes, or class lectures about this unit or part of the unit.
  - Quotations **MUST** be in complete sentences.
- Use **THREE** hand drawn visual images to create a central focus to your One-Pager.
  - These images should be in big, bold, and colorful!
  - **THREE** is the minimum required, you can always have more.
    - They should be related to the unit or part of unit, the more personal, funny, gross, etc. the better you will remember it.
- Place what you feel are the **FIVE Most Essential Vocabulary Words/Phrases/People** around each image.
  - **FIVE** is the minimum required, but you can always have more.
    - These words/phrases/people should express the main ideas, your impressions, feelings, or thoughts about what you have seen, read, or learned in the unit or part of the unit.
- Title the One-Pager as the **Main Idea** of the One-Pager making it the biggest and boldest words on the page.
  - It does not have to be one word, or the word that we use to describe it in class, it can be something unique that helps you remember this unit or part of the unit the best.
- Write **TWO** AP Questions on the front of your One-Pager (these are essentially short answer questions needing to be answered in multiple sentences)
- Answer **BOTH** of these questions on the back of the One-Pager using complete thoughts and sentences.
- **WRITE YOUR NAME ON THE BACK!**