Attention is the mechanism that selects some material for further processing and excludes the rest.

The better recall of the first item on the list is called a primacy effect that of the final items a recency effect.

One form of rehearsal, the mere repetition of new information over and over again without thinking about it, is sometimes called maintenance rehearsal. This form of rehearsal keeps information in short-term memory at least until it has served its purpose.

A more effective form of rehearsal is elaborative rehearsal, in which the individual deals with the new information in terms of its meaning.

According to Allan Paivio’s dual-coding theory, information is represented in memory by two separate but interconnected systems or codes, a system of visual images and a verbal or semantic system.

Endel Tulving (1972) calls memories of personal experiences episodic memory and knowledge semantic memory. Episodic memory is memory for temporally dated, autobiographical events in the individual’s own life. Episodic memories are tied to time and place. Semantic memory is organized knowledge about the world, including the verbal world of words and how they are used. Semantic memory consists of facts, principles, relations, and strategies.

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Fig. 7-1. Making a short answer study sheet from your textbook

Attention | Primacy Effect | Recency Effect | Maintenance Rehearsal | Elaborative Effect | Dual-coding Theory (Allan Paivio)
---|---|---|---|---|---
Keeps some materials for further processing. Gets rid of rest | Tendency to recall first items on a list. | Tendency to recall last items on a list. | Repetition of info over and over again without real thinking. | New info deal within terms of meaning. | Info remembered by 2 separate, but interconnected systems or codes:
1) visual 2) verbal (semantic).
Episodic Memory
(Endel Tulving)

Personal experiences. Temporally dated, autobiographical events. Tied to time and place.

Semantic Memory
(also Tulving)

Organized knowledge about world, words (use of words). Consists of facts, principles, relations, strategies.
Highlighting/Underlining

1. RODS AND CONES

Since the retina is the sensitive organ for seeing, it deserves closer attention than the other structures of the eye. If we examine it with a microscope, we can see that it is made up of extremely tiny cells of two basic types—rods and cones. The rods are cylindrical in shape, but the cones are rather tapered. Our best estimate is that the eye contains between 111,000,000 and 125,000,000 rods, and between 6,300,000 and does 6,800,000 cones. This tremendous number of rods and cones, however, does not spread uniformly over the entire retina. Rather the cones are most numerous in a highly specialized region of the retina known as the fovea, and the rods occur most frequently about 20 degrees away from the fovea. The fovea is a slightly depressed area of the retina.

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