AP Psychology…Memory Webpage

Our memory and our brain are amazing! However, it does not record our lives like a book! You cannot go back to a previous chapter to retrieve memories accurately. Attention issues, prior knowledge, and memory decay all interfere with the actual memories that are stored. There are so many different parts to our memory that all work separately and together to help us experience and remember life.

Directions: Your task is to create a webpage using https://piktochart.com/ highlighting KEY concepts for each aspect of memory: Encoding, Storage, & Retrieval. Your webpage should be like a "cliff notes" of memory and should walk me through these processes in an easy to understand manner, include a picture for each concept, and give a personal example for each type of memory. Have fun and be creative 💻 USE YOUR TIME WISELY!!! Once you are finished you will use the rubric on the back to peer grade yourself and turn in your rubric, and email the link to your webpage to Mr. Sichak at csichak@wcpss.net .

Requirements:
 ✧ Include all the section listed below
 ✧ Title Page & Table of Contents
 ✧ Pictures dispersed throughout
 ✧ Effort is evident
 ✧ Information is CONCISE and put into easy to understand words with examples, etc.
 ✧ Make it MEANINGFUL to you! Use personal examples for concepts if possible!

Three Main Chapters & Prologue (Introduction)
 ✓ **Encoding**
   o Automatic Vs. Effortful Processing
     ▪ Include Explicit and Implicit memories
   o Effortful Processing Strategies
   o Spacing Effect
   o Shallow Vs. Deep Processing (Meaningful)
 ✓ **Storage**
   o Sensory Memory
     ▪ Iconic Memory
     ▪ Echoic Memory
   o Short Term / Working Memory
   o Long Term Memory
   o Explicit Memory System
     ▪ Hippocampus
   o Implicit / Procedural Memory System
     ▪ Cerebellum
   o The Amygdala and Memory / Flashbulb Memory
   o Proactive Interference
   o Retroactive Interference
 ✓ **Retrieval**
   o How do we measure retention?
     ▪ Recall, recognition, relearning
   o Misinformation Effect
   o Source Amnesia
   o Retrieval Cues
     ▪ Priming
     ▪ Mood / State Congruent Memory
     ▪ Context Dependent Memory
     ▪ Serial Position Effect / Primacy and Recency Effect

	Excellent…2	Average…1	Unsatisfactory…0
● Automatic/Effortful			
● Explicit/Implicit			
● Processing Strategies			
● Spacing Effect			
● Shallow Vs Deep Processing			
● Sensory Memory			
● Iconic Memory			
● Echoic Memory			
● Short Term or Working Memory			
● Long Term Memory			
● Explicit Memory Hippocampus			
● Implicit Memory Cerebellum			
● Amygdala and Flashbulb Memories			
● Practice Interference			
● Retroactive Interference			
● Measuring Retention with Recall/Recog./Relearning			
● Misinformation Effect			
● Source Amnesia			
● Retrieval Cues Priming			
● Mood / State Dependent			
● Context Dependent			
● Serial Position Effect / Primacy and Recency Effect			
● Effort/Appearance			
● Pictures			
● High Level of Thought			

Total _____/50

Comments: