

# 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?

### Cognition and 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)

### Cognition and 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 Assignment(s)

- You are responsible for the reading listed below; it is meant to supplement the material discussed in class I cannot teach you everything. You should skim the chapter after we finish going over the different parts, and take notes on anything we did not cover.
- **OpenStax Psychology Textbook:** Chapters 7 - Pages 1-16 and All of Chapter 8 (Posted on Class Website)

# 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 unit. For the quiz I will pull terms from the unit vocabulary list. **The vocabulary flipbook will be worth 10 points of your test grade.**

**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, numbered,** and turned in the day of the unit test.

## MEMORY

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 Effect)
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

## THINKING

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

## LANGUAGE

48. Language
49. Phoneme
50. Morpheme
51. Grammar
52. Semantics
53. Syntax
54. Linguistic Determinism

## Part II - AP Questions

**Directions:** Thoroughly answer the following questions. All answers **MUST** be handwritten in complete sentences and in your own words.

### MEMORY

1. Below draw a simple picture of the information-processing model, then below your model define the three main areas - **encoding, storage, and retrieval.**
2. Imagine you go through a typical day in your life. What is one example of something that would happen that would require automatic processing? What is one example of something that would require effortful processing?
3. What is iconic and echoic memory? How are they different (ex: duration)?
4. Give one example from your own life of an implicit memory and an explicit memory.
5. Give one example each for retroactive interference and proactive interference. **HINT:** This is the HARDEST concept for students to differentiate in this unit. Make sure you understand the difference between the two!

### LANGUAGE

6. You attend a lecture debate between Noam Chomsky and B.F. Skinner regarding how children develop language. Using what you know about each person's theory, who do you agree with and why?

## Part III - Student Choice

### Choice A: Personal Connection/Impact

Type a brief description concerning an experience, memory, story, event, etc. that connects to key concepts associated with the unit. Relevant vocabulary must be properly utilized throughout and responses must connect in a coherent and logical manner.

The purpose of this assignment is to build personal connections with course content to your own lives. By doing so, content becomes more meaningful and retention becomes easier. You must either put the vocabulary terms in bold or underline them.

Responses must at least one full page, typed, double-spaced, with 12 pt. Times New Roman font. Reasonable margins and paragraph spacing must be used.

-OR-

### Choice B: Concept Map

Create a Unit Concept Map that can be used to review/relearn the terms and concepts from this Unit.

**NOTE: Use the directions posted on the website to complete your concept map.**

#### Requirements:

- Must be hand drawn on one 8.5" x 11" sheet of paper
- Essential vocabulary for each concept must be appropriately located/placed