

Name: _____

AP PSYCH
Unit 7A.2 Activities
Storage, Retaining Information

These first questions should be based on your own opinions and life experiences. You don't have to use the book.

1. Describe a time when stress helped YOU remember something. How?

2. Describe a time when stress interfered with YOUR ability to remember (you forgot a lot because of stress). How?

3. What are YOUR favorite ways to learn? Explain how you want a classroom to work so you remember stuff better. Explain how you learn better, how you learn from teachers, how you teach yourself, etc.

4. Describe something YOU have memorized and can recite easily; something useless, or interesting, or boring, and you have it memorized forever for some weird reason. Why is that?!

Use your book and the notes to answer the following questions.

1. Fill in this table with a description, then a real-world experience you might have with iconic and echoic memory. Then draw a picture that helps explain our answer.

Sensory Memory description	Real-world example	Image or symbol that represents this
Iconic Memory		
Echoic Memory		

2. Describe our working / short term memory capacity. Your answer should involve numbers:

3. Describe our long-term memory capacity.

4. Some people say that making new memories means you are making a new "wrinkle in the brain". Review the cerebral cortex (where the wrinkles of our brain are) and explain why this is wrong. In your answer include information about what is in those wrinkles (motor or sensory cortex, etc) and where or how memories are actually stored. (a lot of review of Unit 3B here)

5. Describe what is happening between the hippocampus and the cerebral cortex or other parts of the brain at night? How would more sleep help this?

6. Use the terms long-term potentiation (LTP), CREB, and glutamate in 3 sentences to explain how we store memories.

7. Stress and hormones can help or hurt memory. Why does stress *help make* memories?

8. Stress and hormones can help or hurt memory. How could stress hurt making memories? Talk about *duration* of stress.

9. Describe two of your personal flashbulb memories. Describe one that is personal and unique to you and describe one that everyone in your generation has.

Flashbulb memory that is <i>personal to you</i>	Flashbulb memory that is part of <i>history for your generation</i>

10. Describe an extreme case of amnesia from the text on p271. What was life like for the person?

11. Describe some of your explicit and implicit memories in this table below.

Your Explicit Memories	Your Implicit Memories

12. Now use the terms explicit and implicit memory to explain how memories work for people with amnesia.

How explicit memories are affected or how they work in people with amnesia	How implicit memories are affected or how they work in people with amnesia

13. Now use the terms hippocampus and cerebellum to explain how explicit and implicit memories are stored.

How are memories stored with the hippocampus? What type of memories?	How are memories stored with the cerebellum? What type of memories?

14. Now explain a concept we have talked about before, infantile amnesia. Use the terms hippocampus, explicit memory, cerebellum, and implicit memory; and explain why our memories of life events don't begin until age 3 or 4. Explain why we know how to walk and talk but don't remember learning how.