Outline for LTM classes

- Comprehension and memory
- Different types of long-term memory
- Autobiographical memory
- False memory

Taxonomy of memory types

Measuring priming

- One kind of test: word-stem completion
  - Show the start of a word, participant completes it
  - Example: Reh_
- What could have primed your choice?
  - Encountering the word rehearsal in class
  - An example of repetition priming
- Example of associative priming:
  - Doctor primes hospital

Repetition priming

- Memory rank-orders words in terms of the recency and frequency of their use
  - Repetition increases frequency and recency
- In written English, rehabilitation is more frequent than rehearsal
  - Rehabilitation: about 22 times per million words
  - Rehearsal: about 4 times per million words
- For people in this class, rehearsal may have been more frequent and more recent
Perceptual learning: Reading inverted text

(Kolers, 1975)

- **Training phase**: Participants read 160 pages of inverted text:

  - Retraining phase (13-15 months later): 98 pages
  - Half old, half new (made no difference)
  - In both phases, a few pages of ordinary text

Implications

- We get better with practice at just about anything we do
  - Indefinitely, although with diminishing returns
- The benefits are often implicit/unconscious
- The benefits decay, but slowly
  - Measure benefits with relearning savings

Autobiographical memory

- Memory for our life experience
- A small proportion of people seem to have a qualitatively superior form
- Questions:
  - What type of memory is superior?
  - Are their memories accurate?
  - Are the details complete?
  - What retrieval cues do they use?