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, have people complete 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 encountering them
  - Repetition increases frequency and recency
- In a large corpus of written English, rehabilitation is more frequent
  - Rehabilitation occurs 22 times per million words
  - Rehearsal occurs 4 times per million words
- For students in this class, rehearsal was recently more frequent
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

Results

Implications

• We get better with practice at just about anything we do
  - Indefinitely, even if the returns diminish
• The benefits are often implicit/unconscious
• The benefits decay, but slowly
  - As measured 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?