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 encountering them
  - Repetition increases frequency and recency
- In a large corpus of written English, rehabilitation is more frequent than rehearsal
  - Rehabilitation occurs 22 times per million words
  - Rehearsal occurs 4 times per million words
- For us, rehearsal was recently more frequent
Perceptual learning: Reading inverted text

- **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

<table>
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<tr>
<th>Page number (logarithmic scale)</th>
<th>Original training on normal text</th>
<th>Retraining on normal text</th>
<th>Retraining on inverted text</th>
<th>Relearning savings</th>
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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?