

1. <b>memory</b>	the persistence of learning over time through storage and retrieval of information.	19. <b>testing effect</b>	enhanced memory after retrieving, rather than simply reading, information. Also sometimes referred to as a retrieval practice effect or test-enhanced learning.
2. <b>encoding</b>	the processing of information into the memory system.	20. <b>shallow processing</b>	encoding on a basic level based on the structure or appearance of words.
3. <b>storage</b>	the retention of encoded information over time.	21. <b>deep processing</b>	encoding semantically, based on the meaning of the words; tends to yield the best retention.
4. <b>retrieval</b>	the process of getting formation out of memory.	22. <b>hippocampus</b>	a neural center that is located in the limbic system; helps process explicit memories for storage.
5. <b>parallel processing</b>	the processing of many aspects of a problem simultaneously.	23. <b>flashbulb memory</b>	a clear memory of an emotionally significant moment or event.
6. <b>sensory memory</b>	the immediate, very brief recording of sensory information in the memory system.	24. <b>long-term potentiation</b>	an increase in a synapses' firing potential after brief, rapids stimulation. Believed to be a neural basis for learning and memory.
7. <b>short-term memory</b>	activated memory that holds a few items briefly, such as seven digits of a phone number while dialing.	25. <b>recall</b>	a measure of memory in which the person must retrieve information learned earlier, as on a fill-in-the-blank test
8. <b>long-term memory</b>	the relatively permanent and limitless storehouse of the memory system that includes knowledge, skills, and experience.	26. <b>recognition</b>	a measure of memory in which the person need only identify items previously learned, as on a multiple choice test
9. <b>working memory</b>	a newer understanding of short-term memory that focuses on conscious, active processing of incoming auditory and visual-spatial information.	27. <b>relearning</b>	a measure of memory that assesses the amount of time saved when leaning material for a second time.
10. <b>explicit memory</b>	memory of facts and experiences that one can consciously know and "declare."	28. <b>priming</b>	the activation, often unconsciously, of certain associations, thus predisposing one's perception.
11. <b>effortful processing</b>	encoding that requires attention and conscious effort	29. <b>mood-congruent memory</b>	the tendency to recall experiences that are consistent with one's current good or bad mood.
12. <b>automatic processing</b>	unconscious encoding of the incidental information, such as space, time, and frequency, and of well-learned information.	30. <b>serial position effect</b>	our tendency to recall best the last and first items in a list
13. <b>implicit memory</b>	retention independent of conscious recollection.	31. <b>anterograde amnesia</b>	an inability to form new memories.
14. <b>iconic memory</b>	a momentary sensory memory of visual stimuli; a photographic or picture image memory lasting no more that a few tenths of a second.	32. <b>retrograde amnesia</b>	an inability to retrieve information from one's past
15. <b>echoic memory</b>	a momentary sensory memory of auditory stimuli; if attention is elsewhere, sounds and words can still be recalled for about 3 or 4 seconds.	33. <b>proactive interference</b>	the disruptive effect of old information on new information.
16. <b>chunking</b>	organizing items into familiar, manageable units; often occurs automatically.	34. <b>retroactive interference</b>	the disruptive effect of new information on old information.
17. <b>mnemonics</b>	memory aids, especially those techniques that use vivid imagery and organizational devices.	35. <b>repression</b>	in psychoanalytic theory, the basic defense mechanism that banishes anxiety-arousing thoughts, feelings, and memories from consciousness.
18. <b>spacing effect</b>	the tendency for distributed study or practice to yield better long term retention that is achieved through massed study or practice.		