

Memory IV

PSYC 313 - Lecture 12
Dr. J. Nicol



Brewer & Treyens (1981)

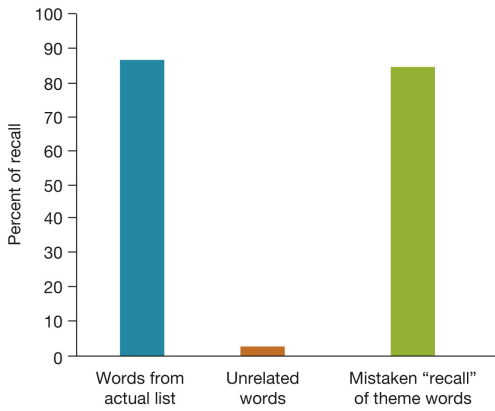
Memory Errors

- One way to think about memory is that it is about making connections
- Memory connections can create problems because as we link together more and more information about different events, we blur the boundary between one event and another
- When connections lead to memory errors they are called ***intrusion errors***

NUMBER OF PROPOSITIONS REMEMBERED
BY PARTICIPANTS

STUDIED PROPOSITIONS (THOSE IN STORY)		INFERRED PROPOSITIONS (THOSE NOT IN STORY)	
Theme Condition	Neutral Condition	Theme Condition	Neutral Condition
29.2	20.2	15.2	3.7

Owens et al. (1979)



Roediger & McDermott (1995)

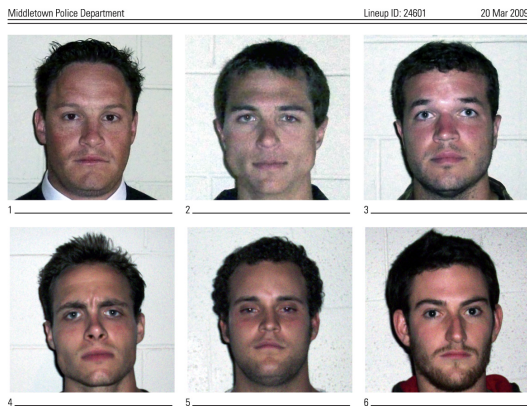
Flashbulb memories: memories of extraordinary clarity, for highly emotional events, that are retained despite the passage of a long interval of time



NASA Space Shuttle Challenger explosion (01/28/86)

Source Monitoring

- One reason why the reconstructive nature of memory makes us vulnerable to errors is because we often confuse the source of the information in memory
- Source monitoring: the process of determining the origins of our memories, knowledge, or beliefs
- **Source monitoring errors** are also called source misattributions because the memory is attributed to the wrong source



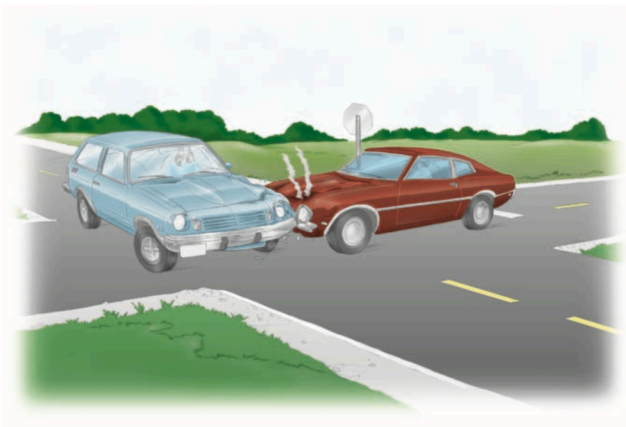
Brown et al. (1977)

The Misinformation Effect

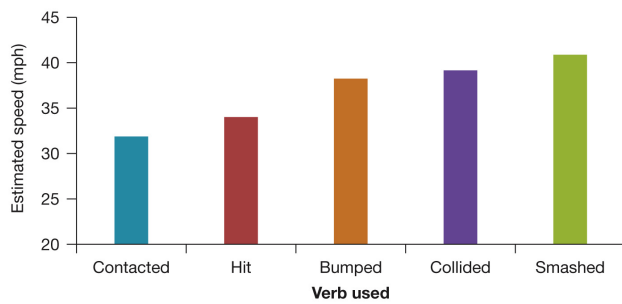
- The fact that memory is a reconstruction of the past also means that we are vulnerable to the suggestion of misleading post-event information (MPI)
- **The misinformation effect:** misleading information presented to us after we witness an event can affect our memory and change how we later describe the event (Loftus, 2004)



Loftus et al. (1978)



Loftus & Palmer (1974)



Loftus & Palmer (1974)

Leading question asked during witness testimony

Possible schemas activated

Response of subjects asked one week later, "Did you see any broken glass?" (There was none.)

"About how fast were the cars going when they hit each other?"



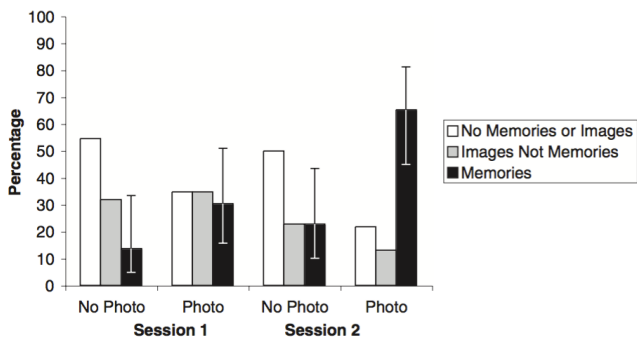
"Yes"—14%

"About how fast were the cars going when they smashed into each other?"

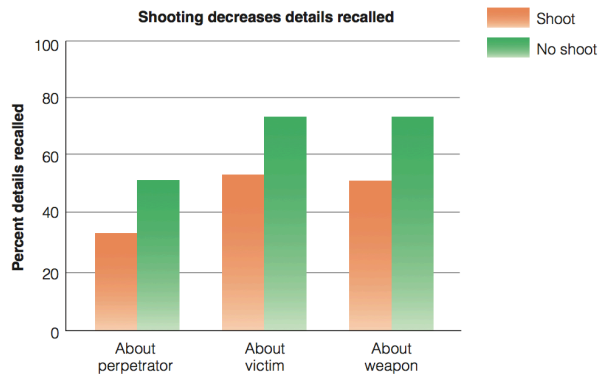


"Yes"—32%

Loftus & Palmer (1974)



Lindsay et al. (2004)



Stanny & Johnson (2000)

