

2. Explain the basic principles of the levels of processing view of memory.

Simulation: Mnemonics

1. Describe how imagery can be used as a mnemonic strategy.

Simulation: Interference-A Theory of Forgetting

1. Explain the difference between retroactive and proactive interference.

Experiment: Serial Position Effect

1. What are the two characteristics of memory that come together to create the serial position effect? Give an example for each from the experiment.
2. What is your average score from the experiment? How does your memory compare?
3. Explain and give an example of deep processing and hierarchies.

Experiment: Digit Span

1. Identify “chunking” and give an example to indicate the usefulness of this strategy.

2. What is your result comparing the two trails? (chucking vs. without chucking)

Experiment: Depth of Processing

1. List your result:

	Correct
Orthographic	
Visual Imagery	
Semantic	

2. What conclusions about your memory and encoding style do you draw from your results?

3. Describe one of the experiments that was conducted by Craik and Tulving (1975).