

Criteria for Paper #2

APA title page.

Abstract

Comprehensive Methods section.

Figure (bar graph of mean scores)

Appendix of word list and recognition test.

Due Date: March 17

IV: Type of Processing

graphemic (structural) - phonemic - semantic

DV: # words recognized

The Process of Memory

- Encoding:
 - Forming a memory code
- Storage:
 - Retaining the information in your brain so you will have it later.
- Retrieval:
 - Recovering the information.

Encoding

Craik & Lockhart (1972)

- Levels of processing:
 - **Structural** = shallow
 - **Phonemic** = intermediate
 - **Semantic** = deep
- Deeper processing = longer lasting memory codes

Depth of processing

Level of processing

Type of encoding

Example of questions used to elicit appropriate encoding

Shallow processing

Structural encoding:
emphasizes the physical structure of the stimulus

Is the word written in capital letters?

Intermediate processing

Phonemic encoding:
emphasizes what a word sounds like

Does the word rhyme with weight?

Deep processing

Semantic encoding:
emphasizes the meaning of verbal input

Would the word fit in the sentence:
“He met a _____ on the street”?