

Acoustic encoding

the encoding of sound,
especially the sound of
words

Algorithm

a methodical, logical rule or
procedure that guarantees solving
particular problem. Contrasts with
the usually speedier-but also more
error prone-use of heuristics.

Amnesia

the loss of memory

Anterograde amnesia

loss of memory for events that
occur after an incident causing
amnesia, therefore, a person
can't store new information in
their short-term memory.

Automatic processing

unconscious encoding of
incidental information, such as
space, time, and frequency, and
of well-learned information,
such as word meanings

Availability heuristic

estimating the likelihood of events based on their availability in memory; if instances come readily to mind (perhaps because of their vividness), we presume such events are common.

Babbling stage

beginning at about 4 months, the stage of speech development in which the infant spontaneously utters various sounds at first unrelated to the household language.

Belief bias

People will tend to accept any and all conclusions that fit in with their systems of belief, without challenge or any deep consideration of what they are actually agreeing with.

Belief perseverance

clinging to one's initial conceptions after the basis on which they were formed had been discredited.

Chunking

organizing items into familiar, manageable units; often occurs automatically

Cognition	the mental activities associated with thinking, knowing, remembering and communicating.
Concept	a mental grouping of similar objects, events, ideas, or people.
Confirmation bias	a tendency to search for information that supports our preconceptions and to ignore or distort contradictory evidence.
Creative	the ability to produce novel and valuable ideas.
Deductive reasoning	a way of reasoning that relates two or more general concepts or conditions to a specific case. For example, a child learns that birds fly south in October, and that a robin is a bird, he will use deductive reasoning to conclude that a robin will fly south in October.

Echoic memory	a momentary sensory memory of auditory stimuli; if attention is elsewhere, sounds and words can still be recalled within 3 or 4 seconds
Effortful processing	encoding that requires attention and conscious effort
Eidetic memory	photographic memory, the ability to recall images, sounds, or objects in memory with extreme precision.
Elaborative rehearsal	a memory technique that involves thinking about the meaning of the term to be remembered, as opposed to simply repeating the word to yourself over and over.
Encoding	the processing of information into the memory system-for example, by extracting meaning.

Episodic memory

a category of long-term memory that involves the recollection of specific events, situations and experiences. Your first day of school, your first kiss, attending a friend's birthday party and your brother's graduation are all examples of episodic memories.

Explicit memories

memory of facts and experiences that one can consciously know and "declare," AKA declarative memory

Fixation

the inability to see a problem from a new perspective, by employing a different mental set.

Flashbulb memory

a clear memory of an emotionally significant moment or event

Framing

the way an issue is posed; how an issue is framed can significantly affect decisions and judgments.

Functional fixedness	the tendency to think of things only in terms of their usual functions; an impediment to problem solving.
Grammar	in a language, a system of rules that enables us to communicate with and understand others.
Heuristic	a simple thinking strategy that often allows is to make judgments and solve problems efficiently; usually speedier but also more error prone than algorithms.
Iconic memory	a momentary sensory memory of visual stimuli; a photographic or picture-image memory lasting no more than a few tenths of a second
Imagery	mental pictures;a powerful aid to effortful processing, especially when combined with semantic encoding

Implicit memories

retention independent of
conscious recollection AKA
procedural memory

Inductive reasoning

the process by which a general conclusion is reached from evaluating specific observations or situations. i.e. If a child puts his or her hand into a bag of candy and withdraws three pieces, all of which are red, he or she may conclude that all the candy is red.

Insight

a sudden and often novel realization of the solution to a problem; it contrasts with strategy-based solutions.

Intuition

an effortless, immediate, automatic feeling or thought, as contrasted with explicit, conscious reasonings.

Language

our spoken, written, or
signed words and the ways
we combine them to
communicate meaning

Linguistic determinism	Whorf's hypothesis that language determines the way we think.
Long-term memory	the relatively permanent and limitless storehouse of the memory system. Includes knowledge, skills, and experiences
Long-term potentiation (LTP)	an increase in a synapse's firing potential after brief, rapid stimulation. Believed to be a neural basis for learning and memory
Maintenance rehearsal	the process of repeatedly verbalizing or thinking about a piece of information. Increases time info can stay in short term memory
Memory	the persistence of learning over time through the storage and retrieval of information.

Mental set	a tendency to approach a problem in one particular way, often a way that had been successful in the past.
Misinformation effect	incorporating misleading information into one's memory of an event
Mnemonics	memory aids, especially those techniques that use vivid imagery and organizational devices
Morphemes	in a language, the smallest unit that carries meaning; may be a word or a part of a word (such as a suffix)
One-word stage	the stage in speech development, from about age 1 to 2, during which a child speaks mostly in single words.

Overconfidence

the tendency to be more confident than correct-to overestimating the accuracy of our beliefs and judgments.

Phonemes

in language, the smallest distinctive sound unit.

Priming

the activation, often unconsciously, of a particular associations in memory

Proactive interference

the disruptive effect of prior learning on the recall of new information

Procedural memory

a type of long-term memory of how to perform different actions and skills.

Prototype	a mental image or best example of a category. Matching new items to a prototype provides a quick and easy method for sorting items into categories.
Recall	a measure of memory in which the person must retrieve information learned earlier, as on a fill-in-the-blank test
Recognition	a measure of memory in which the person need only identify items previously learned, as on a multiple-choice test
Rehearsal	the conscious repetition of information, either to maintain it in consciousness or to encode it for storage
Relearning	a measure of memory that assesses the amount of time saved when learning material for a second time

Representativeness
heuristic

judging the likelihood of things in terms of how well they seem to represent, or match, particular prototypes; may lead is to ignore other relevant information.

Repression

in psychoanalytic theory, the basic defense mechanism that banishes from consciousness anxiety-arousing thoughts, feelings, and memories

Retrieval

the process of getting
information out of memory
storage

Retrieval cues

Any stimulus that helps us recall information from our long-term memory.

Retroactive interference

the disruptive effect of new learning on the recall of old information

Retrograde amnesia

loss of memory for events that occur before an incident causing amnesia, therefore, a person can't retrieve any information from their long-term memory that existed before the incident.

Schema

a concept or framework that organizes and interprets information.

Semantic encoding

the encoding of meaning, including the meaning of words

Semantic memory

a category of long term memory which is concerned with ideas, meanings, and concepts which are not related to personal experiences.

Semantics

the set of rules by which we derive meaning from morphemes, words, and sentences in a given language; also, the study of meaning.

Sensory memory	the immediate, very brief recording of sensory information in the memory system
Serial position effect	our tendency to recall best the last and first items in a list
Short-term memory	activated memory that holds a few items briefly, such as the seven digits of a phone number while dialing, before the information is stored or forgotten
Source amnesia	attributing to the wrong source an event we have experienced, heard about, read about, or imagined
Spacing effect	the tendency for distributed study or practice to yield better long-term retention than is achieved through massed study or practice

Storage	the retention of encoded information over time
Syntax	the rules for combining words into grammatically sensible sentences in a given language.
Telegraphic speech	early speech stage in which a child speaks like a telegram-"go car"-using mostly nouns and verbs.
Visual encoding	the encoding of picture images
Working memory	a newer understanding of short-term memory that focuses on conscious, active processing of incoming auditory and visual-spatial information, and of information retrieved from long-term memory