

AP Psychology – Learning Goals
Myers’ Psychology for AP: Unit VII
Cognition

Define <i>memory</i> .
Explain how psychologists describe the human memory system.
Distinguish between explicit and implicit memories .
Identify the information we process automatically.
Explain how sensory memory works.
Describe the capacity of our short-term and working memory .
Describe the effortful processing strategies that help us remember new information.
Describe the levels of processing and their effect on encoding.
Describe the capacity and location of our long-term memories .
Describe the roles of the frontal lobes and hippocampus in memory processing.
Describe the roles of the cerebellum and basal ganglia in our memory processing.
Discuss how emotions affect our memory processing.
Explain how changes at the synapse level affect our memory processing (i.e., long-term potentiation).
Explain the (three) ways memory is measured.
Describe how external cues, internal emotions, and order of appearance influence memory retrieval.
Explain why we forget.
Explain how misinformation , imagination, and source amnesia influence our memory construction, and describe how we decide whether a memory is real or false.
Describe the reliability of young children’s eyewitness descriptions, and discuss the controversy related to claims of repressed and recovered memories.
Describe how you can use memory research findings to do better in this and other courses.
Define <i>cognition</i> , and describe the functions of concepts .
Identify the <u>FIVE</u> factors associated with creativity , and describe ways of promoting creativity.
Describe the cognitive strategies that assist our problem-solving, and identify the obstacles that hinder it.

Explain what is meant by intuition, and describe how the representativeness and availability heuristics, overconfidence, belief perseverance, and framing influence our decisions and judgments.
Describe how smart thinkers use intuition.
Describe the structural components of a language, including: morphemes, phonemes, grammar structures (semantics, syntax).
Identify the milestones in language development.
Describe how we acquire language.
Identify the brain areas involved in language processing and speech, particularly Broca's and Wernicke's areas.
Describe the relationship between language and thinking, and discuss the value of thinking in images.

Key People (be able to describe their contributions):

- Hermann Ebbinghaus
- Elizabeth Loftus
- George Miller
- Daniel Kahneman & Amos Tversky
- Noam Chomsky
- Benjamin Lee Whorf
- Richard Atkinson & Richard Shiffrin
- Alan Baddeley