

Figure 7.1 The Seven “Sins” of Memory Described by Daniel Schacter (2002)



Figure 7.2 Script for Doing Laundry



Step 1: Sort dirty clothes according to color (e.g., lights, darks)

Step 2: Bring clothes to washing machine in laundry basket

Step 3: Put clothes in washing machine

Step 4: Select water temperature and other settings

Step 5: Put detergent in machine and start machine

Step 6: When cycle is finished, move clothes to dryer and start dryer

Step 7: When dryer signals clothes are dry, remove clothes and fold them

Figure 7.3 An Example of Study Lists From the DRM Procedure

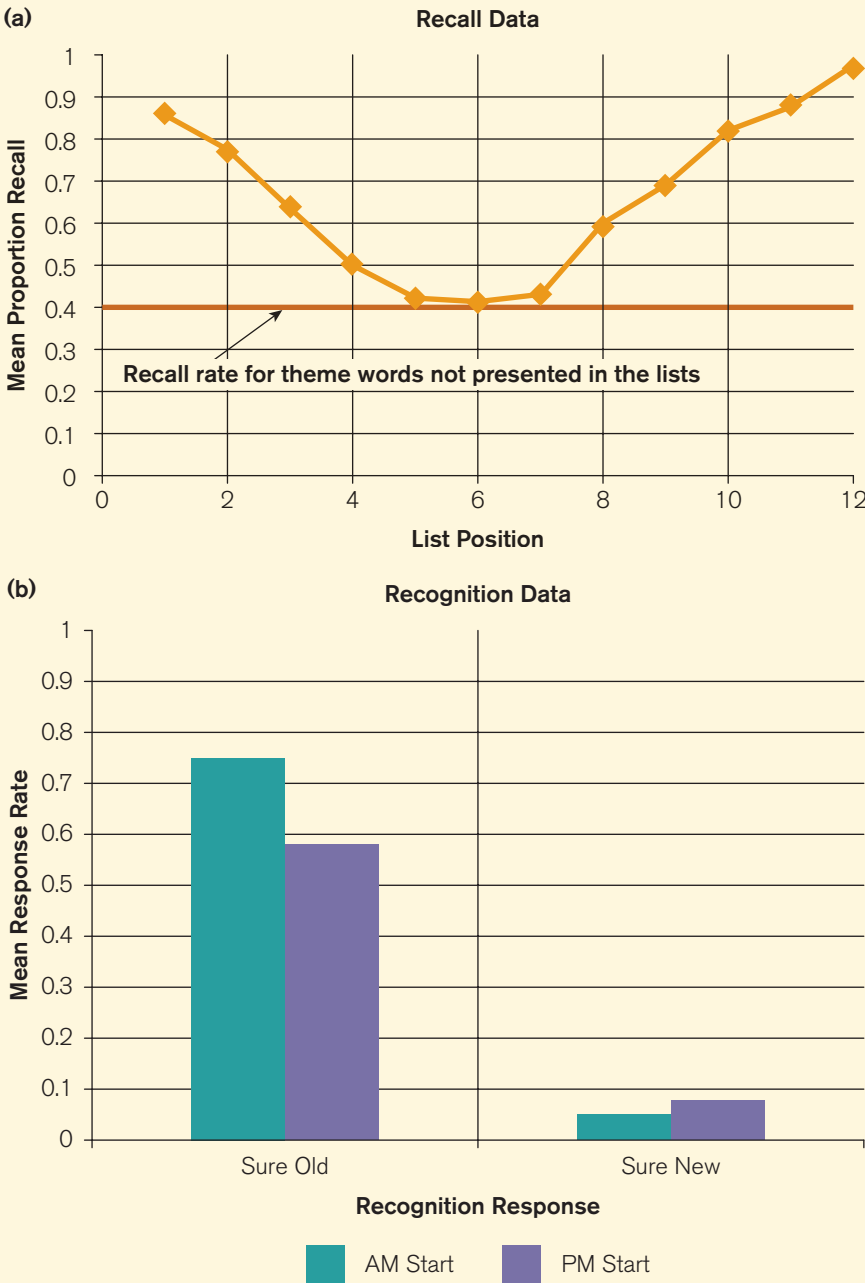
Study each word down the columns for a few seconds each, count backwards for 30 seconds, and then try to recall the words. See the text for further description.

bed	desk	subjects
rest	recliner	monarch
awake	sofa	royal
tired	wood	leader
dream	cushion	reign
wake	swivel	hot
snooze	stool	snow
blanket	sitting	warm
doze	rocking	winter
slumber	bench	ice
snore	queen	wet
nap	England	frigid
peace	crown	chilly
yawn	prince	heat
drowsy	George	weather
table	dictator	freeze
sit	palace	air
legs	throne	shiver
seat	chess	Arctic
couch	rule	frost

Figure

7.4

Results From Roediger and McDermott's (1995) Experiment 1



Panel (a) shows recall data; Panel (b) shows recognition data for items the subjects were sure were “old” (i.e., high confidence with an “old” response) and were sure were “new” (i.e., high confidence with a “new” response).

SOURCE: Adapted from Figure 1, Roediger, H. L., III, & McDermott, K. B. (1995). Creating false memories: Remembering words not presented in lists. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 21, 803–814.

Figure 7.5 Results From the Loftus and Palmer (1974) Study Showing the Misinformation Effect in Which Subjects Were Shown Videos of Car Accidents

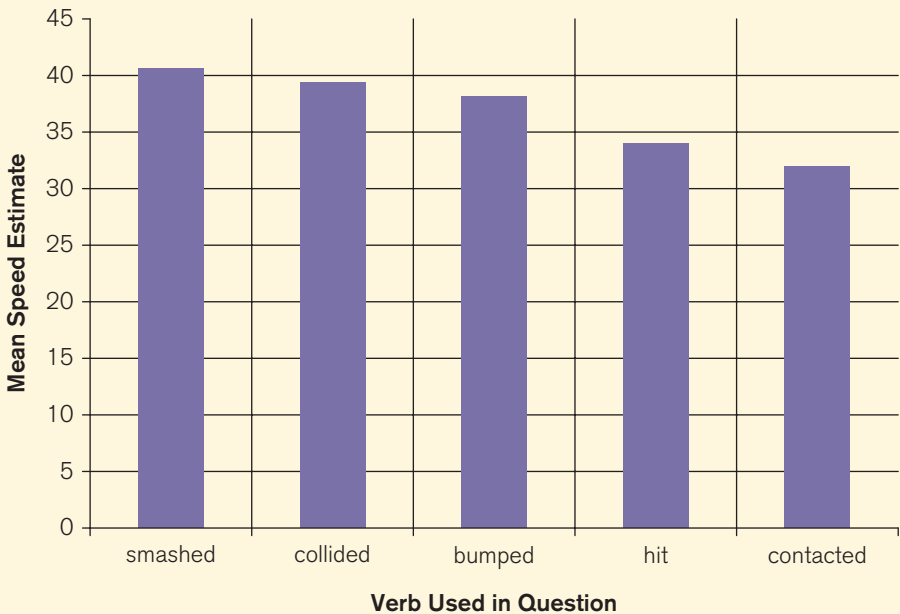
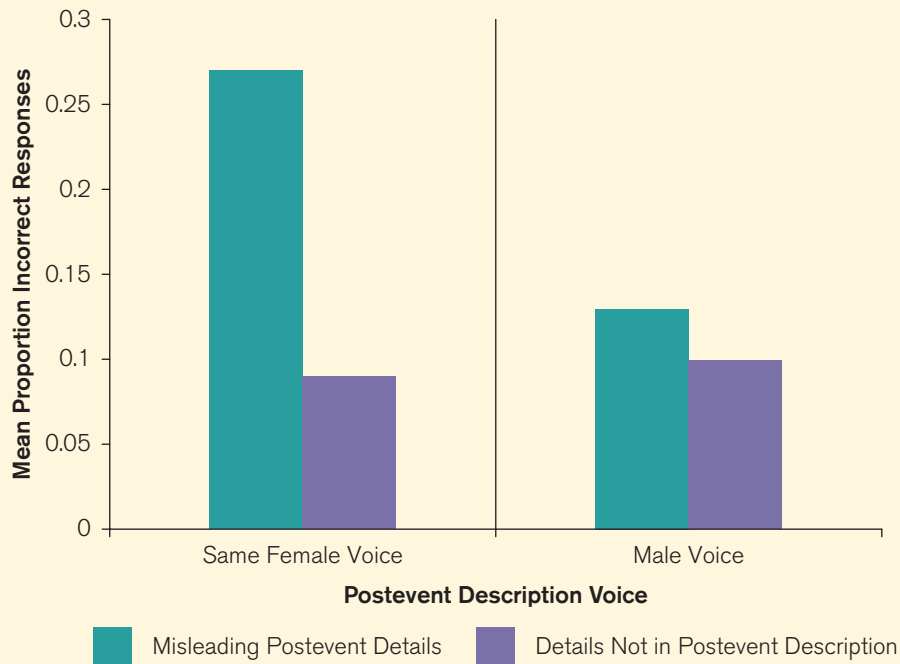


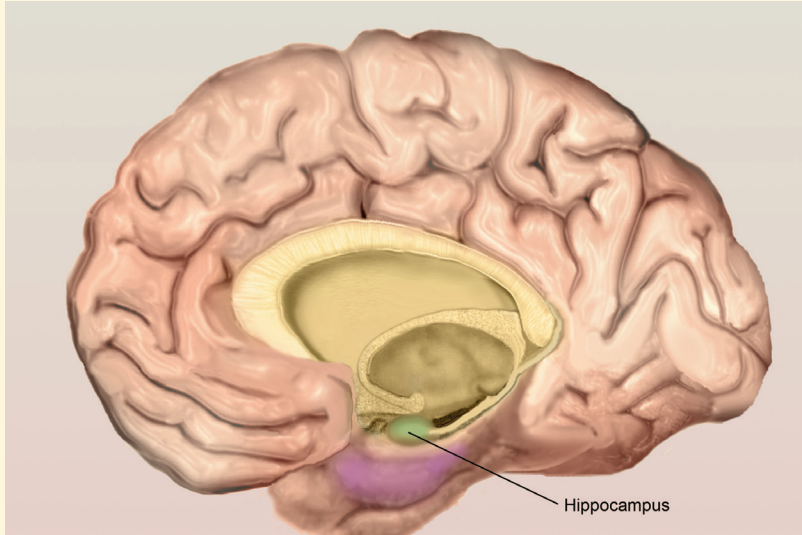
Figure 7.6 Results From Lindsay's (1990) Study Showing Source Misattributions



Figure

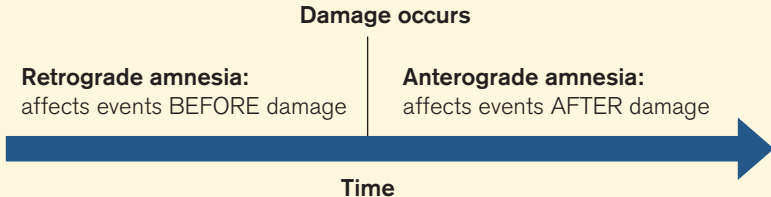
7.7

Cases Like H. M.'s Have Shown That the Hippocampus Is an Important Brain Area for Explicitly Retrieving Memories



SOURCE: Adapted with permission from D. L. Schacter and A. D. Wagner, "Remembrance of Things Past," *Science*, 285, pp. 1503–1504.
Illustration: K. Sutliff. © 1999 American Association for the Advancement of Science. Reprinted with permission from AAAS.

Figure 7.8 Retrograde and Anterograde Amnesia



Retrograde amnesia involves difficulty in retrieving memories for events before the injury. Anterograde amnesia involves difficulty in retrieving memories for events after the injury.

Figure

7.9

Results From Warrington and Weiskrantz's (1970) Experiment 1

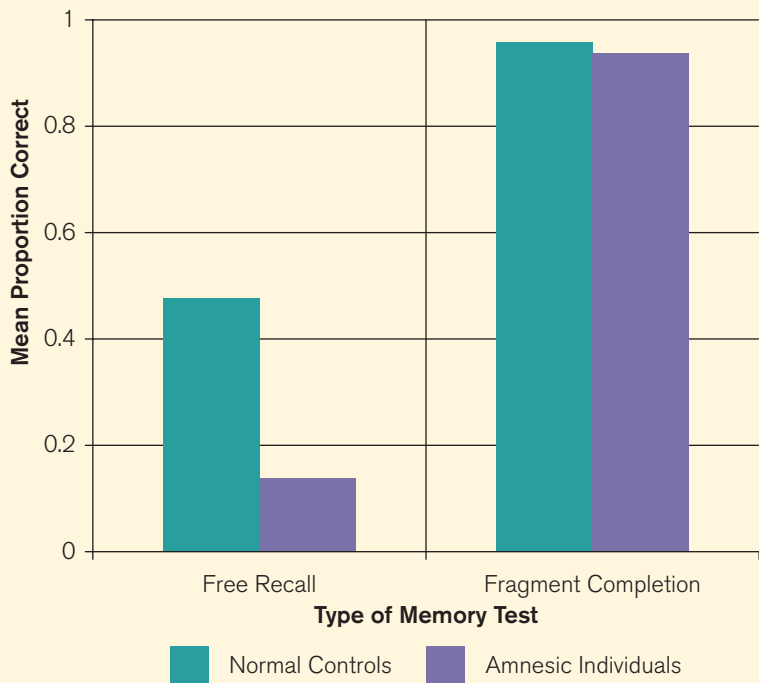
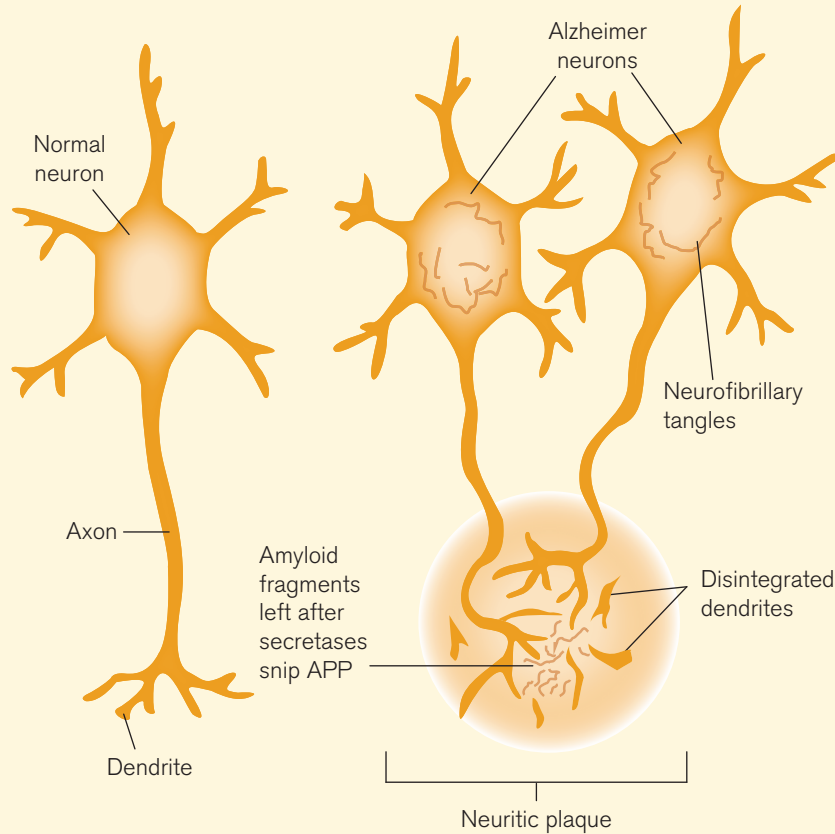
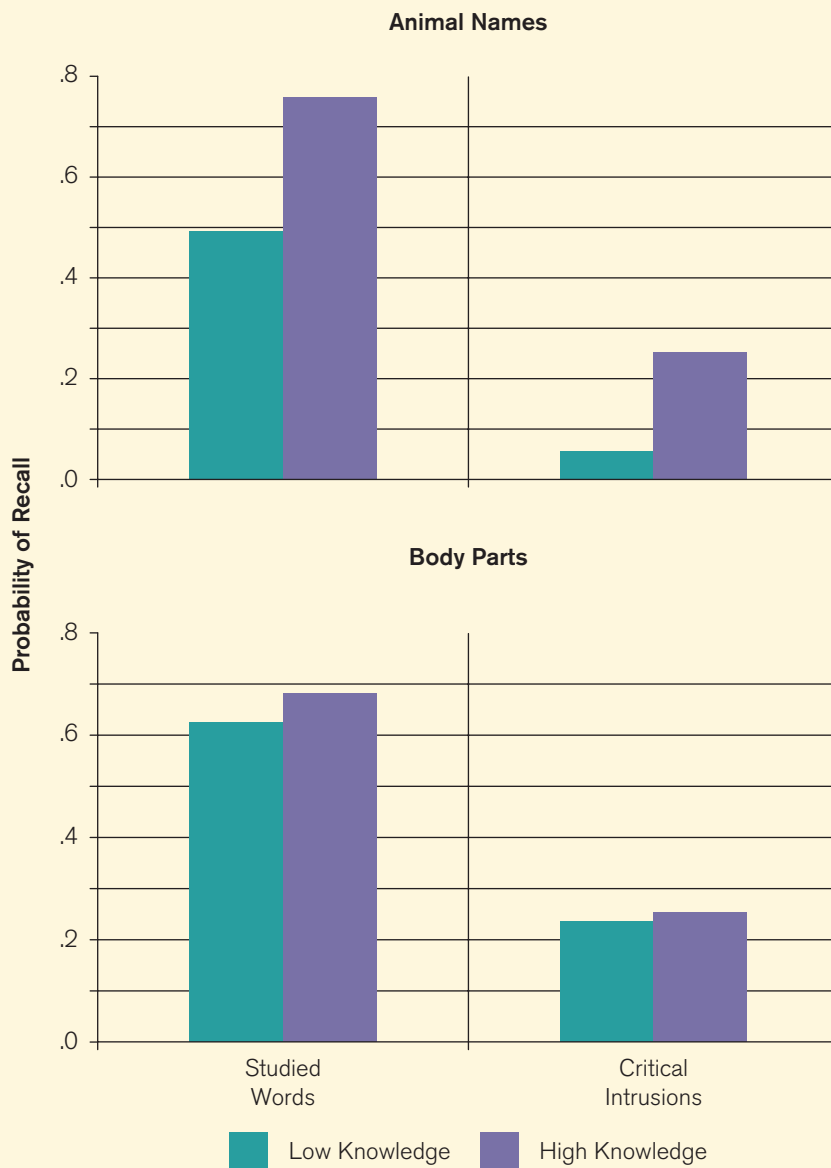


Figure 7.10 Neural Plaques and Tangles in Alzheimer's Patients



Neuronal plaques and tangles present in Alzheimer's disease patients cause disruption of brain functioning resulting in progressively more severe dementia.

Figure 7.11 Results From the Castel et al. (2007) Study Showing Benefits and Detriments of Expertise on Memory



SOURCE: Figure 1, Castel, A. D., McCabe, D. P., Roediger, H. L., III, & Heitman, J. L. (2007). The dark side of expertise: Domain-specific memory errors. *Psychological Science*, 18, 3–5.



Comstock/Stockbyte/Thinkstock

Photo 7.1 Lineup procedures are important in preserving eyewitness' memory accuracy.



Photo 7.2 Not remembering where you left your keys illustrates the memory “sin” of absentmindedness.



Photo 7.3 Experiencing unwanted memories repeatedly (such as memories of combat) illustrates the persistence “sin” of memory.



Photo 7.4 In Lindsay's (1990) study, slides of a crime were shown with a narrative in a female voice. A postevent description of the crime was then presented in the same female voice or in a male voice.



George Doyle/Stockbyte/Thinkstock

Photo 7.5 Police departments are changing the way they question witnesses to reduce suggestibility errors in suspect identification.