**Questions to Consider**

Chapter 8: Imagery

* **What is an image? How do images contribute to cog­nitive tasks?**

An image is a representation of something (e.g., an object, a scene, a movement, a sound) in your mind. Images contribute to many cognitive tasks including memory, perception, problem solving, and environ­ment navigation by aiding in the processes that accompany these tasks.

* **How are visual images represented and manipulated in our minds?**

There are two ideas about how images are repre­sented in our minds: spatial and propositional. Spatial images represent things in their original form, whereas propositional images represent the meaning and associations of the thing being represented. It is still debated as to whether images are represented spatially or propositionally.

* **How do pictures aid memory?**

The picture superiority effect has shown that pictures are generally better remembered than words. One idea about why this is the case is dual coding of pic­tures where both the visual and verbal information is stored for pictures but only verbal information is stored for words. More stored codes generally produce better retrieval. Pictures may also be more distinctive than words and thus more easily retrieved.

* **What effect does bizarre imagery have on memory?**

Bizarre imagery aids memory. It has been proposed that bizarre images are more distinctive and thus more easily retrieved.

* **How is imagery used in mnemonics?**

Imagery is useful in mnemonic techniques in associ­ating something meaningful to information we wish to remember. Bizarre images can aid in making that information more distinctive in memory.

* **How do visual images help us navigate in our environments?**

Visual images can aid navigation in providing landmarks to follow (e.g., retrieving these images from memory) or in providing an overview image of an environment to follow in navigating that environment.

* **How do nonvisual images aid in cognition?**

Nonvisual images aid cognition as well. For example, motor images can enhance sports performance through the mental practice of muscle movements.