

SETTING THE STAGE.....

Think of the house or apartment you consider your permanent residence. In particular, think about its kitchen. How many cabinet doors does it have? Obviously, this question draws on your memory. Most people can answer it after some mental work. What sort of work is required? In the process I used, I first recognized that I didn't have the information needed already stored; that is, I didn't know the answer "off the top of my head." So I needed to determine the answer in another way. I mentally pictured my kitchen by drawing on memory. Then, starting at one end of the room, I scanned my mental picture, counting cabinet doors. My procedure is neither difficult nor original (Shepard, 1966) but seems to be the one commonly used.

The nature of these "mental pictures," or **visual images**, is one focus of this chapter. We will look at the role of images in memory. We will also consider