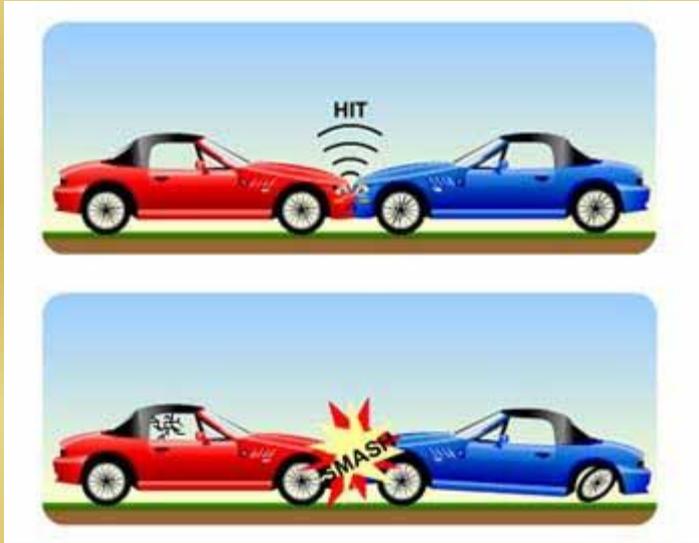


Type 2: Misinformation Effect

- Misinformation effect: incorporating misleading information into one's memory of an event.

As memory fades with time following an event, the injection of misinformation becomes easier.

Misinformation effect



Loftus and Palmer

- Eyewitnesses reconstruct memories when questioned

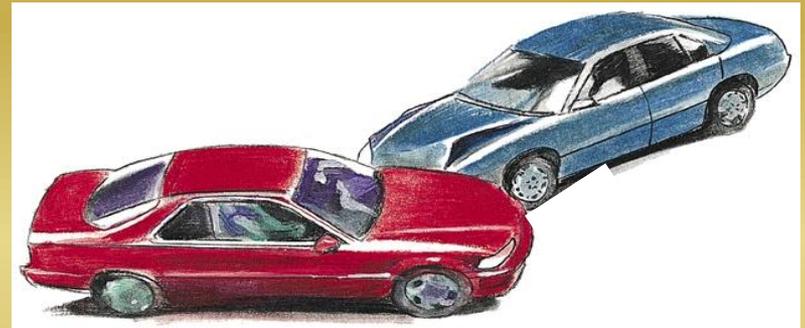
Group A: How fast were the cars going when they *hit* each other?

Group B: How fast were the cars going when they *smashed into* each other?

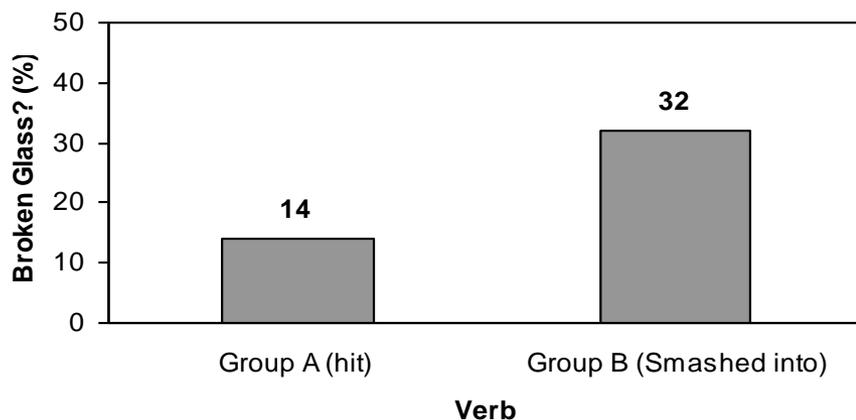
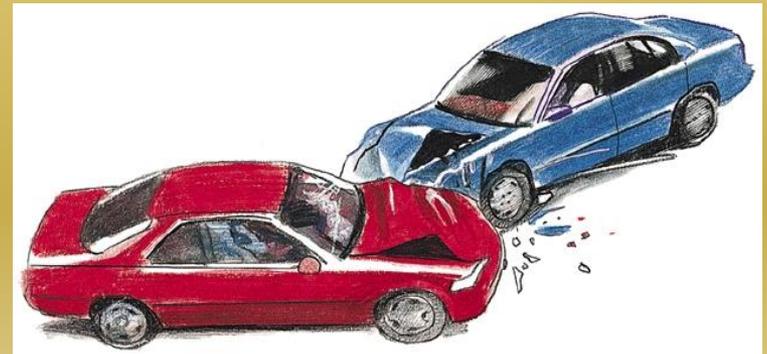
Misinformation effect

A week later they were asked: Was there any broken glass? **Group B** (*smashed into*) reported more broken glass than **Group A** (*hit*).

Depiction of actual accident

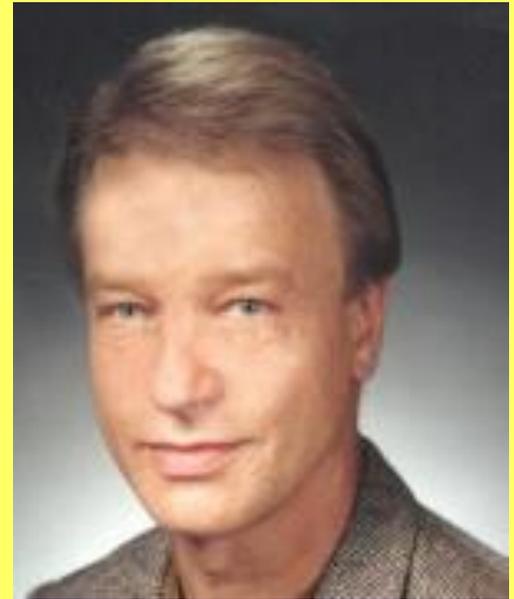


Memory construction





Dr. Gary Wells



How does the work of this professor affect the integrity of our legal system? Does it?

MINIMAL
COURTS
BUILDING

SCI



Children's Eyewitness Recall

- Children's eyewitness recall can be unreliable if leading questions are posed.
- However, if cognitive interviews are neutrally worded, the accuracy of their recall increases.
- In cases of sexual abuse, this usually suggests a lower percentage of abuse.



Children's Eyewitness Recall



Steve Ceci, Ph.D.
Cornell University

Memories of Abuse

Are memories of abuse repressed or constructed?

- Many psychotherapists believe that early childhood sexual abuse results in repressed memories.

- However, other psychologists question such beliefs and think that such memories may be constructed.



Consensus on Childhood Abuse

Leading psychological associations of the world agree on the following concerning childhood sexual abuse:

1. Injustice happens.
2. Incest and other sexual abuse happens.
3. People may forget.
4. Recovered memories are commonplace.
5. Recovered memories under hypnosis or drugs are unreliable.
6. Memories of things happening before 3 years of age are unreliable.
7. Memories, whether real or false, are emotionally upsetting.

Applying what we've learned about memory

Improving Memory to Improve Grades

Ways to save overall studying time, and build more reliable memory.

Learn the material in more than one way, not just by rote, but by creating many **retrieval cues**.

- Think of examples and connections (**semantic encoding**).
- Create **mnemonics**: songs, images, and lists.

Minimize interference with related material or fun activities;
Study right before sleep or other mindless activity.

Have **multiple study sessions, spaced further and further apart** after first learning the material.

Spend your study sessions **activating your retrieval cues**, both mnemonics and context.

Test yourself in study sessions: 1) to practice doing retrieval as if taking a test, and 2) to overcome the overconfidence error: *the material seems familiar, but can you explain it in your own words?*

