

Answer the following questions in complete sentences on a separate sheet of paper.

1. Compare and contrast automatic and effortful processing, coming up with your own example of when you have used each. (Do not use examples from the book.)
2. Based on what the text says about encoding, why is it important to engage in *active* and *effortful* note-taking during a classroom lecture, as opposed to just mindlessly copying down information that is spoken in class?
3. What term best describes the type of encoding you would be engaging in if you were *active* and *effortful* in your note-taking in class?
4. Explain why teachers constantly ask you to relate information that they are teaching to your own life, and identify the name of the phenomenon that this approach based upon.

In the chart below, fill out the information about the different types of encoding

Forms of Automatic Processing	
Book example	My example
space	
time	
frequency	
well-learned information	
Forms of Effortful Processing	
Book example	My example
spacing effect	
serial position effect	
recency effect	
primacy effect	
next-in-line effect (<i>will get in class</i>)	

Name: _____

Period: _____

For each of the following seven questions: #1. Determine if the examples utilizes automatic or effortful processing and #2. Specify which specific form of the selected process is being demonstrated. (Each form from the other side of this sheet will be used 1 time.)

1. You and Chuck Norris are in a competition to see who can remember all forty-four US presidents in order in an hour. You begin to practice right away, using the entire hour. Chuck decided to cram in the last twenty minutes. Who is more likely to win? _____ This is an example of _____ processing, specifically as it relates to the _____ phenomenon.
2. Your cell phone is not in your pocket so you retrace your steps from the day. You used it at the recording studio, then at the club with Rihanna, and you recall using it last at your friend Beyonce's house. You use your house phone to call and ask Jay-Z to look for it. You used _____ processing, specifically as it relates to the _____ phenomenon.
3. You are taking a test in math class, and you are stumped by the very last question. You remember, however, where the practice problem was in your textbook. You close your eyes and imagine the textbook page, and can visualize the formula. You answer correctly, score 100% on your test, and from that point forward your friends refer to you as a "mathemagician." You used _____ processing, specifically as it relates to the _____ phenomenon.
4. After Michael Scott gives his presentation to David Wallace and the rest of the Dunder-Mifflin team at headquarters, he is surprised to learn that he basically repeated the presentation of Ryan, who went just before him. This is an example of _____ processing, specifically as it relates to the _____ phenomenon.
5. Your best friend is so excited to tell you about who is playing at the Firefly Festival in Dover, DE next summer. When you talk to your parents about who you want to see there, you are only able to remember the first 3 bands that your friend told you. You used _____ processing, specifically as it relates to the _____.
6. The day after you go to the Spice Girls reunion concert, your friend asks you what songs they "sang." You can clearly remember that they began with "Wannabe" and the encore was "Say You'll Be There" but you can't remember any of the other songs. This is an example of _____ processing, specifically as it relates to the _____ phenomenon.
7. When you and a friend arrive in Philadelphia after a three hour drive, you both reach to change the station when the Justin Bieber song comes on the radio. Your friend says, "This is like the fifth time we've heard this song on this trip!" Although you tease him for counting the times he heard what you suspect might be his favorite song, it is actually an example of _____ processing, specifically as it relates to the _____ phenomenon.
8. You are suffering from an upset stomach, and your singular goal is to keep your food down as you are riding in a car. You are trying not to look out the window, and you do not want think about food. As you lift your head up for a second, you see a sign for Burger King. You only see it for a split second, but that is long enough, and it causes you to be unsuccessful in your singular goal. This is an example of _____ processing, specifically as it relates to the _____ phenomenon.
9. You have a 3:00 interview at your dream company. The interviews for prospective employees began at 8:00, and you are the last interviewee. You talk to your mother about your interview time, and she thinks that you got a bad draw on the interview time. You reassure her that being the last interviewee may be to your advantage. You are relying on the fact that the boss will use _____ processing, specifically as it relates to the _____ phenomenon.