4. Interference

Proactive Interference

- The disruptive effect of prior learning on the recall of new information.

If you call your new girlfriend your old girlfriend's name.

4. Interference

Retroactive Interference

- The disruptive effect of new learning on the recall of old information.

When you finally remember this years locker combination, you forget last years.
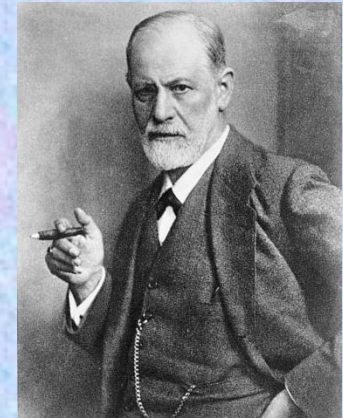
5. Motivated Forgetting

Motivated Forgetting: People unknowingly revise their memories.

Why does it exist?

One explanation is REPRESSION: in psychoanalytic theory, the basic defense mechanism that banishes anxiety-arousing thoughts, feelings and memories from consciousness.
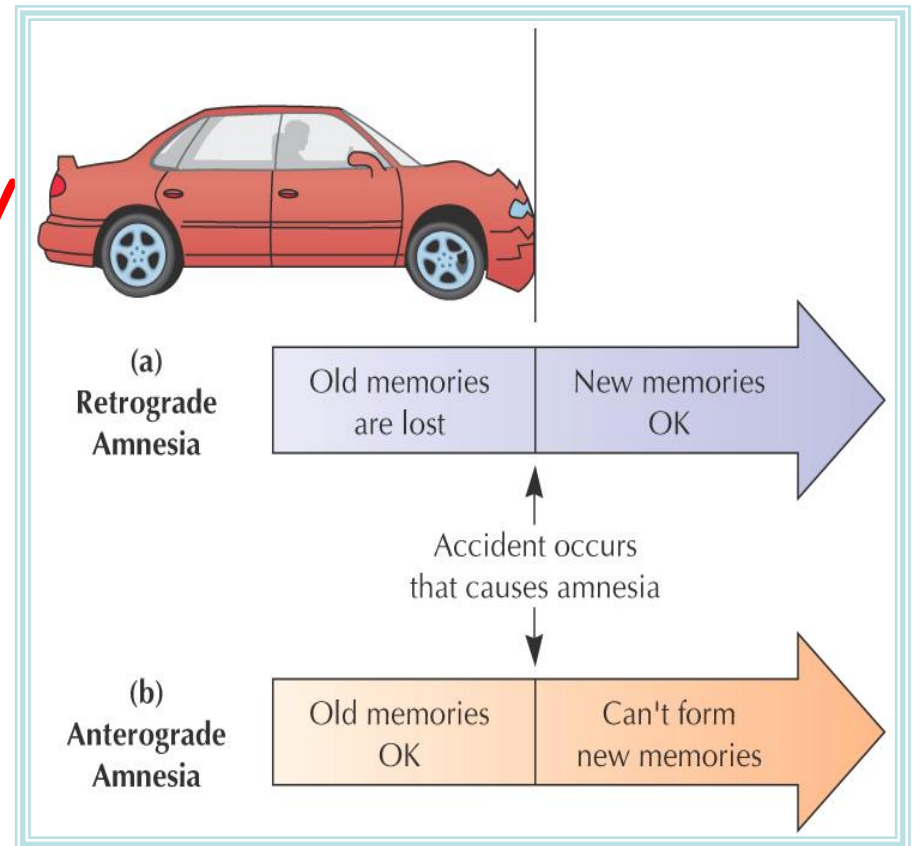
Segment 77

Dissociative Amnesia:
Convicted Murderer Set Free After
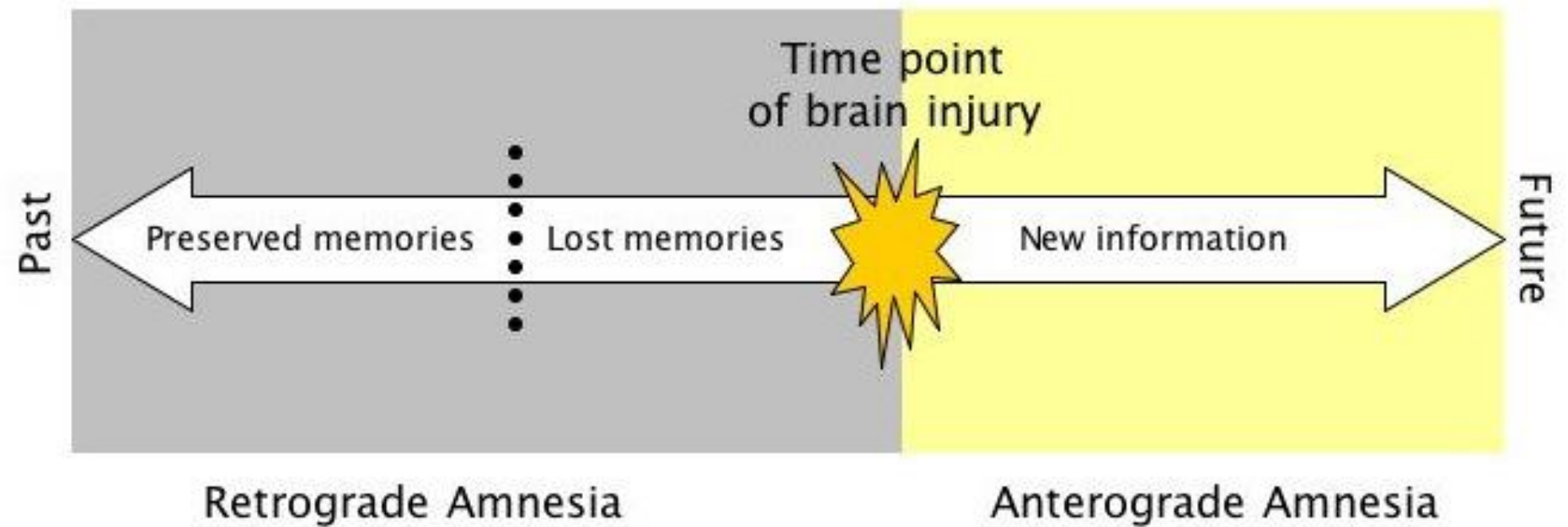Repressed Memory Evidence Is Invalidated

Length: 1:26

Biology and Memory Loss: Injury and Disease

- Amnesia: (memory loss from brain injury or trauma)
- Retrograde amnesia (old memories lost)
- Anterograde amnesia (new memories lost)

(a) Retrograde Amnesia — Old memories are lost | New memories OK

Accident occurs that causes amnesia

(b) Anterograde Amnesia — Old memories OK | Can't form new memories

Types of Amnesia and forgetting

Time point of brain injury

Past — Future

Preserved memories • Lost memories • New information

Retrograde Amnesia — Anterograde Amnesia

HOLD ON

How did you do?
Better on the 2nd try?

"False Memory"

SOUR	NICE	CANDY
HONEY	SUGAR	SODA
BITTER	GOOD	CHOCOLATE
HEART	TASTE	CAKE
TOOTH	TART	PIE
MAD	WRATH	FEAR
HAPPY	HATE	FIGHT
RAGE	HATRED	TEMPER
MEAN	FURY	CALM
IRE	EMOTION	ENRAGE

So, can we always trust our memory?

Why might lawyers be interested in the phenomenon of false memory?

"Lost in the mall study" 1992

-Subject was told 4 stories from his past, including one that was made up about him being lost in the mall at age 5.
-Over the next two weeks, he jotted down whatever memories he had of the 4 events.
-After 2 weeks, he came back and was told to rate the four stories for clarity.

- False memory given SECOND HIGHEST RATING of the four stories, an 8/11.
- When subject was told that one of the stories never happened, he picked one of the REAL ONES as being the story that never happened!

Elizabeth Loftus

Constructed Memory (False Memory)

1. We sometimes alter our memories as we encode or retrieve them.

OR....

Imagination Inflation

Once we have an inaccurate memory, we tend to keep adding more imagined details, as perhaps we do for all memories.

2. Your expectations, schemas, or environment may alter your memories.