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Chapter 8

1. What role do neurotransmitters play in memory consolidation? Explain.
 - a. The role they play is the transmission of emotion to memory. The stronger emotion given off, naturally the stronger the memory will also be. Extremely occurring in the example of “flashbulb memory”. This is where people can recall almost every detail around an event that occurred, like where they were and what they were doing, at what time.
2. Explain the difference between anterograde amnesia and retrograde amnesia.
 - a. The difference between anterograde and retrograde amnesia is simple. Anterograde amnesia is where the person it is affecting has trouble keeping track of what has happened recently to them. Post the event that had caused this. However the events that have taken place before the event, they can remember easily. Retrograde is the opposite, where the person cannot recall anything that happened before the event. Classily seen in a lot of movies and shows as opposed to the former version.
3. Identify and briefly explain the seven sins of memory.
 - a. The first sin is transience. This is where as time passes the person's memory worsens. The second is called absentmindedness, where for a moment you have a lapse in attention and you forget where you may have put something, or what someone had just said to you. The third sin is called blocking. This is when you can not recall something you know of at that exact moment. Can be a word that's not coming to you, or someone's name. The fourth sin is called misattribution, where you misplace the details of a memory. Wrong location, wrong people, wrong time perhaps. Another sin is known as suggestibility,

where the memory you recall upon, is not real. It never happened, yet you think it happened. The sixth sin is Bias, where the memory you recall upon and tell has gaps and context missing that might help the larger image, but makes the story look better for what you need without those details. The last sin is called persistence. This sin is a rare occasion where someone might actually want to forget a memory but cannot. A traumatic memory, or more lightly perhaps something embarrassing you might have said or done, that you cannot forget about.

4. Explain arousal theory and provide a real life example.

- a. The arousal theory is when the stronger emotion you feel in an event, the stronger and more likely that event will stick with you and be easily remembered. In contrast the weaker the emotion, perhaps the more forgettable the event may be to someone.

5. Explain and exemplify the memory sin called bias.

- a. The memory sin called bias, is when someone leaves out details of a memory to have the outcome they would like perceived. The best example I can think of is someone giving a testimonial on trial. Perhaps they would leave out details to a story that without, might leave someone found guilty or innocent.