**Unit 3 Week 1 LP**

**Tuesday 9/30**

**Objective: SWBAT describe how people process and encode memories.**

(10 min) Level-ups and grades, discuss student performance on the Unit 2 exam

(5 min) Opening activity – Remember the fire? Use this to illustrate that students may remember different details or details that they were told instead of things that they saw or that actually happened. We will talk in this unit about how memory works and about how INNACURATE our memories can be!

(10 min) Go over the 3-stage model of memory

Today we will start with Encoding

* (5 min) – Parallel & automatic processing (use the poem to illustrate)
* (15 min) - Effortful processing & rehearsal (use “The 12 Days of Christmas” to illustrate)
* (15 min) –Ebbinghaus Curve; Serial Position Effect; Overlearning, spacing, & testing effect

**Homework:**

* Myers – Storage & Retrieval p 268-278
* Study for Level-Up quiz

**Thursday 10/2**

**Objective: SWBAT describe how people encode and store memories.**

(10 min) Level-ups and announcements, HW Check

Continue with Encoding – What impacts what we encode?

* (10 min) Importance of meaning – remember the story with/without context
* (10 min) Importance of meaning – rate sentences as they are read (visualize vs sentence structure) For BOTH activities emphasize the importance of meaning in encoding and connect to studying.
* (15 min) levels of processing & organizing info
* (5 min) connection to studying – write own commitment for use!

STORAGE – How do we KEEP memories?

* (10 min) Sensory memory, fraction of a second – Iconic & echoic
* (20 min) Short-Term Memory
  + Number Recall
  + IF TIME – Image Recall
  + How much could you remember? Use to illustrate 7+/- 2
* (15 min) LTM
  + Discuss Types of LTM, Brain Changes: Long-Term Potentiation (basic overview – emphasize that this will make more sense when we talk about bio in the next unit)
* **Homework:**
* Myers – Forgetting p 278-284
* *PsycSim 5-Trusting Your Memory*
* Study for Level-Up quiz

**Friday 10/3**

**Objective: SWBAT describe how people retrieve memories**

(20 min) Level-ups and HW Check, Quiz on memory model & encoding

(10 min) Intro on retrieval, recall vs recognition (MC vs FRQ)

(10 min) Retrieval activity – discuss the importance of retrieval cues on memory

(10 min) Priming – share concept, go through list of words, discuss priming effect for the word “sleep”, Connect to Déjà vu

(10 min) Context effects – state & mood congruent memory

**Homework:**

Myers – Memory Construction p 285-294

*Myers Unit 7A Quiz 1 & 2,*

Study for Level-Up quiz