

# GENERAL PSYCHOLOGY

## 20

How to Learn Efficiently

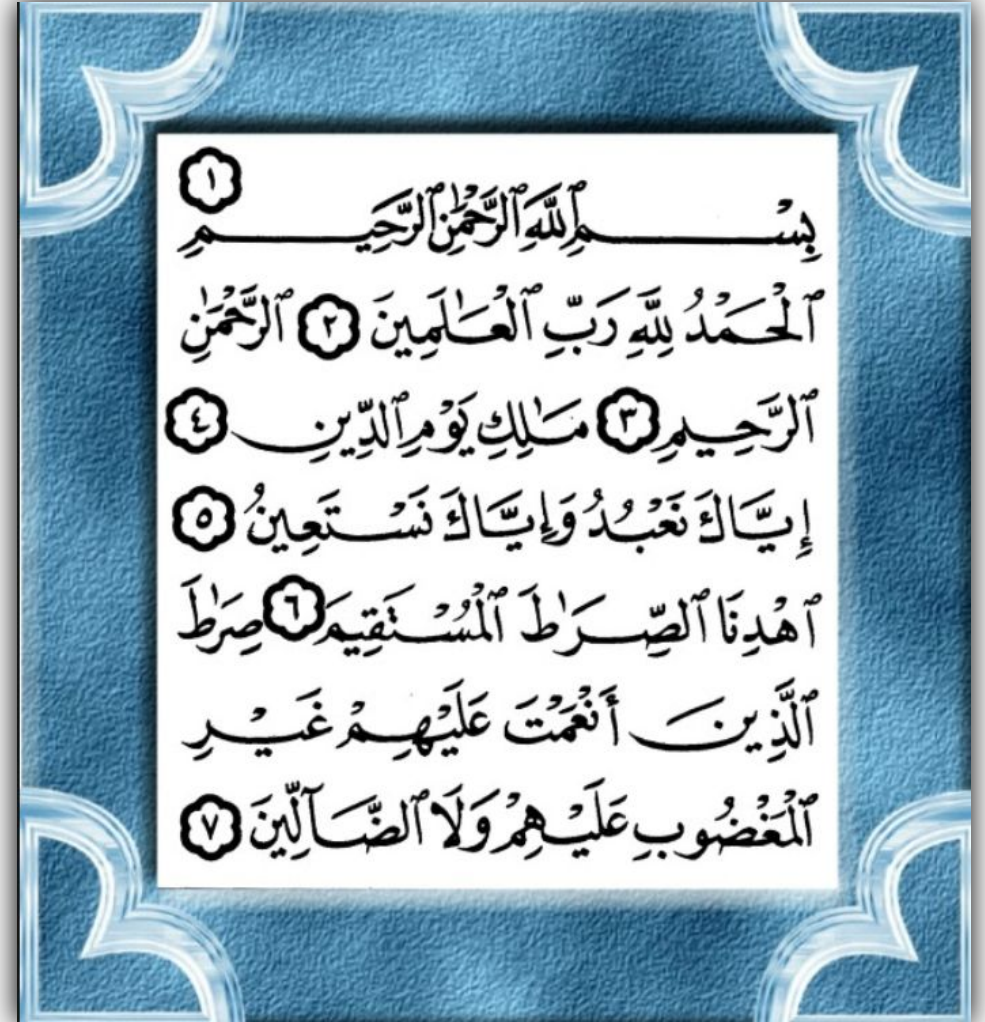
Process of Thinking



# INFORMATION PROCESSING: HOW DO PEOPLE THINK?

[https://www.youtube.com/watch?v=IEymF236\\_fw](https://www.youtube.com/watch?v=IEymF236_fw)

Chapter 8



<https://www.youtube.com/watch?v=T4sIj6H3rz8>

## ACQUIRING INFORMATION:

- **Learning Curves**
  - Attention is alert focusing on material (basically when someone is attending to something, they become physically aroused and that activates chemicals in the brain that aid their ability to learn
  - *1. Conventional learning:* motivation and attention are moderate, so learning is more of a struggle. This results in a learning curve. Can someone define it?





ACQUIRING INFORMATION:



- 2. Chemical influences on learning
  - Stimulants and depressants
  - Caffeine can increase learning
  - Anxiety may act as a stimulant (like caffeine) in one's learning but if it's too high, it acts like the amphetamines (blocking learning)
  - Depressants (tranquilizer) will block the firing of brain nerve cells and reduce learning. Stop eating cold cuts :P they contain a preservative that in low concentrations tends to depress learning ability.
  - State-dependent learning: learning and reproduction of the material are reliant (dependent) on the condition (state) of the body at the time of learning

## ACQUIRING INFORMATION:



- 3. Emotional factors in learning (what are some of those factors)
  - Survival
    - Dangerous/excited state  increase in chemical for learning  increased memory potential
  - Emotional generator  more likely to remember story
    - Media stories, Syrian boy on beach sparked story of Canadian citizenship
  - Humour/nastiness in class  to an extent may inhibit learning

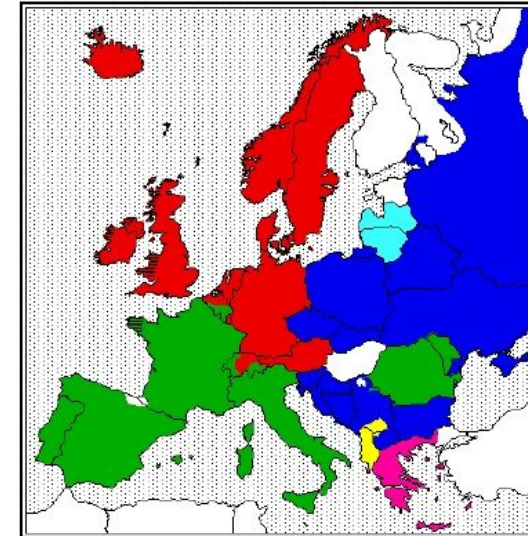
## ACQUIRING INFORMATION:

- 4. Transfer of Training (learning process in which learning is carried over from one task to another based on similarities between the tasks)
  - Positive transfer: simulations to real life, languages (Romance languages and Arabic)
  - Negative transfers: automatic vs manual car, gears between cars (Pilot vs Forerunner)
  - Exercising the mind? I would argue that taking certain courses can exercise the mind, not for content, but for skills

### Language Families of Europe

**What three language families are the most widespread in Europe?**

Indo-European Subfamilies in Europe







## USING CUES TO AID RETRIEVAL

- Memories can often be jogged with **retrieval cues** – stimuli that help gain access to memories.
- They aid memory efforts in a variety of ways.
- In some cases, they may allow narrowing of the search.
- In other instances, they may trigger a series of associations that lead to the missing word.
- In other words, a cue may lead you into the maze of associations surrounding the forgotten information.



# ELABORATION

- Elaboration is linking a stimulus to other information at the time of encoding.
- Elaboration often consists of thinking of examples that illustrate an idea.

THE GREAT DEPRESSION — PRESIDENT  
ROOSEVELT'S NEW DEAL

**Feminism** Noun \ fem-i-nism  
A BELIEF IN THE SOCIAL, POLITICAL, AND  
ECONOMIC EQUALITY OF THE SEXES

SLAM



## SELF-REFERENT ENCODING

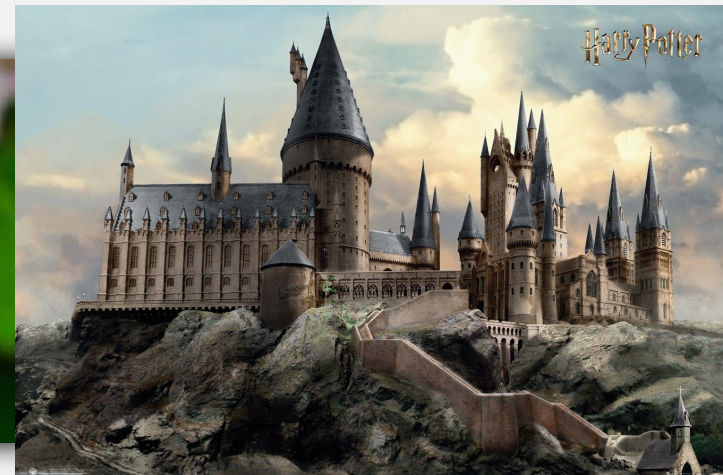
- Making material personally meaningful can also enrich encoding.
- Self-referent encoding involves deciding how or whether information is personally relevant.

# VISUAL IMAGERY

- The creation of visual images to represent words to be remembered – can also be used to enrich encoding.
- It facilitates memory because it provides a second kind of memory code, and two codes are better than one.
- Dual coding theory holds that memory is enhanced by forming semantic and visual codes, since either can lead to recall.

MS. KADRI

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# CLUSTERING

- The tendency to remember similar or related items in groups.
- What comes to mind when recalling going to the movies?



- Each individual memory has the ability to trigger other memories. When possible, information is organized into conceptual hierarchies [based on common properties among items].
- **For instance, how much money is required for the ticket price, the size of a bag of popcorn, etc.**

# MNEMONICS

- A device such as a pattern of letters, ideas, or associations that assists in remembering something

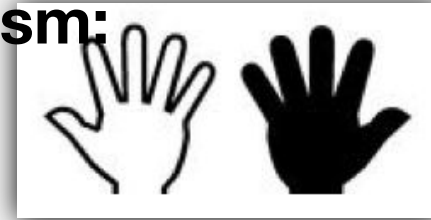
- Event/Person/Concept:

- Nelson Mandela

- Significance:

- Human rights, Civil Rights, Apartheid, Peace

- **Symbolism:**



- **Chunking:**

- *N.M., H.C.A.P.*

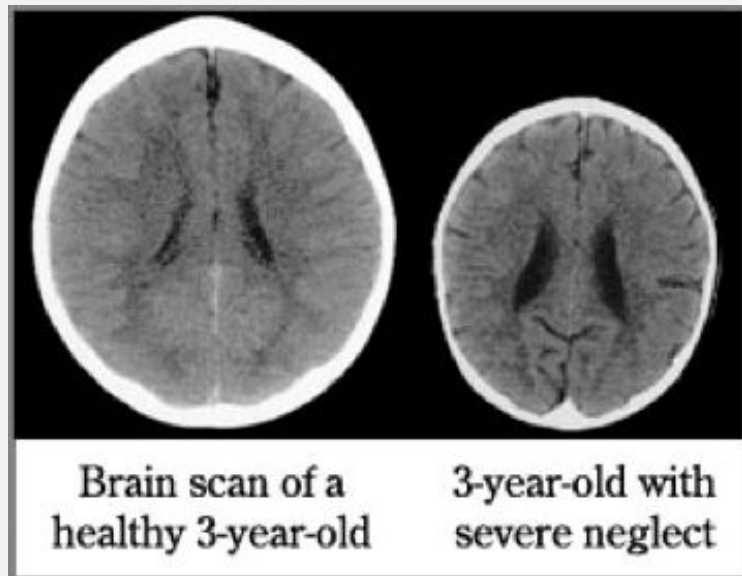
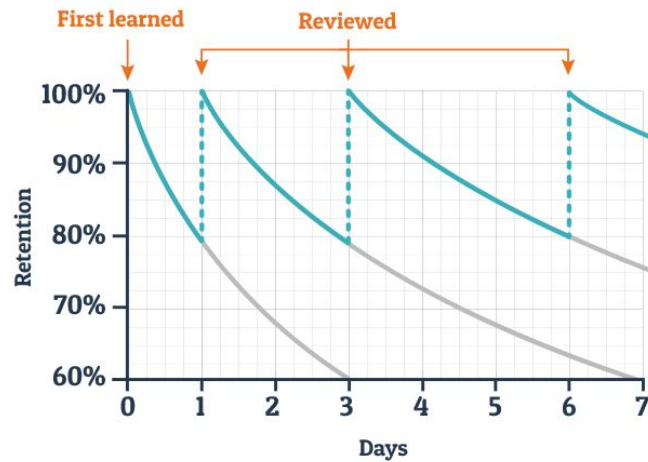
- **Clustering:**

- *Mandela, South Africa, Invictus, Rugby*

- **Self-referent (making reference to itself or oneself):**

- *Personal freedoms, hope*

## Typical Forgetting Curve for Newly Learned Information



## RETAINING INFORMATION (REMEMBERING AND FACTORS CAUSING US TO FORGET)

- Principles of Forgetting
  - The Forgetting Curve
  - Recall and recognition
  - How little we forget (Faces in London)
- Mechanics of Memory
  - Refer to image of normal vs neglected brain -- brain synapses
- Memory game! Take out a deck of cards 😊

Feral children:

<https://www.youtube.com/watch?v=nv3ocntSSUU&frags=pl%2Cwn>

## RETAINING INFORMATION (REMEMBERING AND FACTORS CAUSING US TO FORGET)

- Short-term and Long-term Memory
- Special Issues in Memory
  - Photographic memory (eidetic imagery)
  - Eyewitness memory (hypnosis won't make it more accurate, because people are suggestible than any other time, accuracy may be worse depending on how the questions are formed)
  - Identifying faces and seeing through disguises
    - Inaccurate particularly during a crisis, no opportunity for elaboration (developing associations)
    - Perception of others is faulty as well; changes in hair colour/style, etc., drop one's ability to identify them



## RESPONSE #2

- Write a response surrounding information processing; what do you use? Why? How is it effective for you? Is there a new approach that you feel can help you improve? Explain.