

Human Memory

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RISK AND CRISIS MANAGEMENT

Shattered Memories

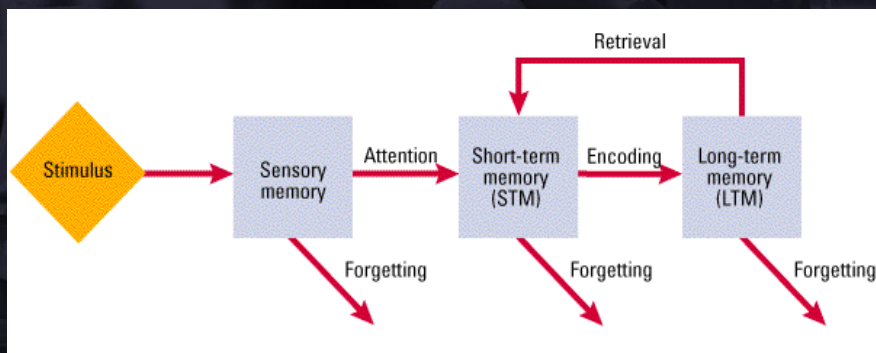
The same accident with different verbs.

| Verb | Mean Speed |
|-----------|------------|
| Smashed | 40.8 |
| Collided | 39.3 |
| Bumped | 38.1 |
| Hit | 34.0 |
| Contacted | 31.8 |

Did you see any broken glass? (1 week later)

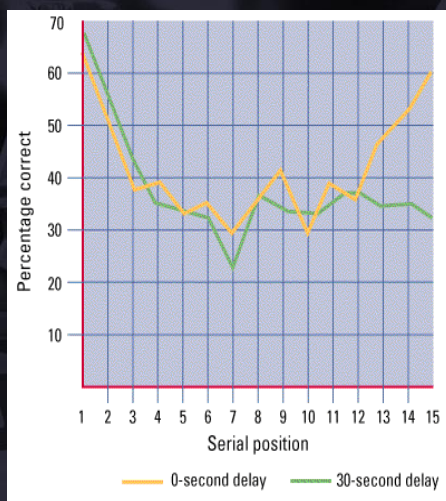
| Response | "Smashed" | "Hit" | Control |
|----------|-----------|-------|---------|
| Yes | 16 | 7 | 6 |
| No | 34 | 43 | 44 |

Information Processing Model of Memory



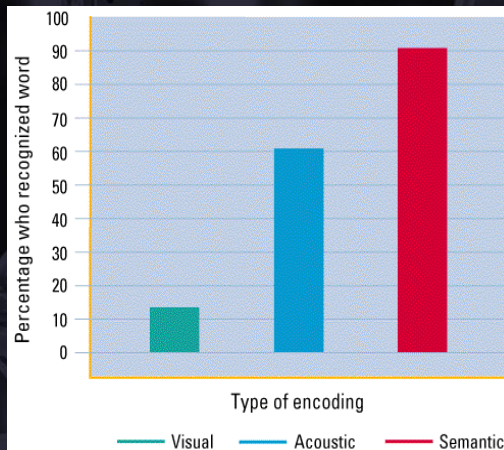
- ⊕ Forgetting can occur from any memory stage
- ⊕ Retrieval puts information from LTM into STM
- ⊕ Moving information from Sensory memory to STM requires attention
- ⊕ Moving information from STM to LTM requires proper encoding

Serial Position Effect



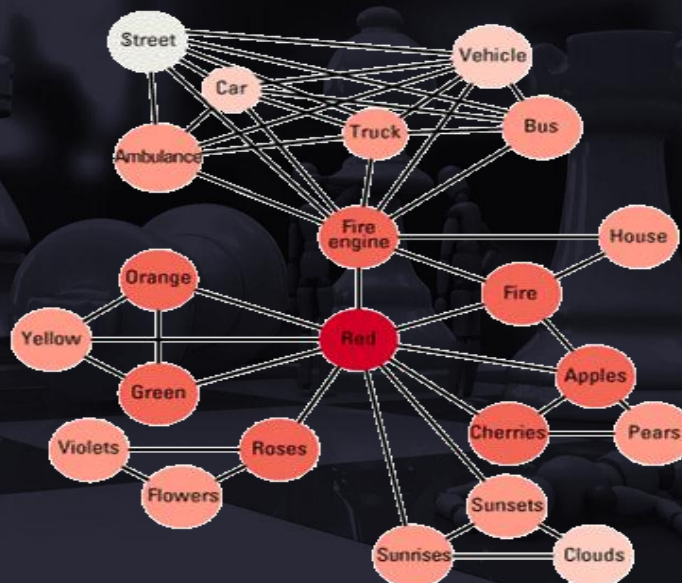
- ⊕ Subjects memorized lists of words
- ⊕ Recall immediate (yellow line) or delayed (green line)
- ⊕ Primacy: Good recall of first items on list
- ⊕ Recency: Good recall for last items

Long Term Memory



- ⊕ Subjects were shown lists of words
- ⊕ Asked to use one of three strategies:
 - ⊕ **Visual**: Is the word printed in capital letters?
 - ⊕ **Acoustic**: Does the word rhyme with _____?
 - ⊕ **Semantic**: Does the word fit the sentence _____?

Semantic Networks



Remembering the Past

- ⊕ About two weeks after any discussion:
 - ⊕ 90% of the specific points are omitted
 - ⊕ 50% of the remaining are incorrect.

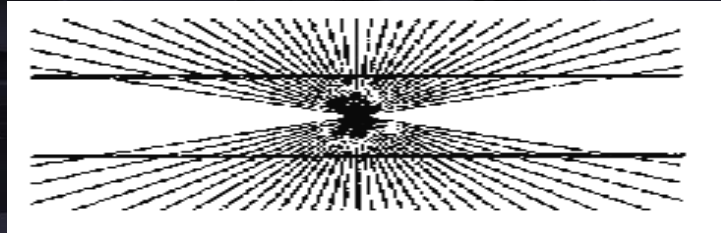


Correct: 5% only.

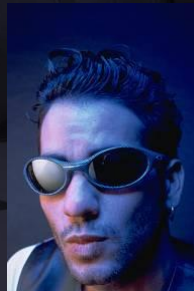
Hindsight Bias

- ⊕ Hindsight bias is the tendency to view what has already happened as relatively inevitable and obvious.
- ⊕ To avoid hindsight bias, it is important to consider how an alternative outcome might have occurred.

Context Dependence



Halo Effect



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