What are false, or “constructed” memories?”

• a **constructed memory** can report false details of a real event or might even be a recollection of an event that never occurred.

• **Elizabeth Loftus**, showed us that leading questions can easily influence us to recall false details, and questioners can create an entirely new memory by repeatedly asking insistent questions.
So Why Do We Forget?

Let’s revisit the memory process (encoding, storage, & retrieval)

1. Encoding Failures - Much of what we sense, we never notice.
Which of these is the correct penny?

1. Encoding Failures: Much of what we sense, we never notice.
So Why Do We Forget?

Let’s revisit the memory process (encoding, storage, & retrieval)

2. Storage Failure (“decay”) – Without rehearsal, information just fades
So Why Do We Forget?

Let’s revisit the memory process (encoding, storage, & retrieval)

3. Retrieval Failure – Other information can interfere with our memories
Interference

• **Retroactive Interference:** new information blocks out old information.

• **Proactive Interference:** old information blocks out new information.

Getting a new bus number and forgetting old bus number.

Calling your new girlfriend by old girlfriends name.
Abnormal Forgetting Example

You can find a link to this video on the class website!
Abnormal Forgetting

- Anterograde Amnesia – The inability to form new memories
- Retrograde Amnesia – The inability to recall old memories