COGNITIVE CONCEPTS IN LEARNING AND MEMORY

I. Introduction to Cognitive Approaches
   A. Problems with Behavioral Approaches
      1. Kohler--1925, Insight Learning
      2. The Law of Effect: Simple Rule for Simple Behavior
      3. Learning and Remembering Depends Much on What the Individual Already Knows
   B. Concept of a Schema
   C. Antecedents to Cognitive Psychology
      1. Gestalt Psychology and Multum Non Multa
      2. Bartlett--Perceptual Memory
      3. New Ways of Thinking About the Brain, Computers: Hardware and Software

II. Memory -- The Traditional Measure of Learning. To Demonstrate Learning:

   Information has to be Registered       -- key is attention
   Information has to be Retained         -- key is rehearsal
   Information has to be Retrieved        -- key is organization

   A. Categories of Memory
      1. Duration
         a. Sensory Memory: Echoic; Iconic
         b. Short Term Memory: 7, plus or minus 2; Chunking
         c. Long Term Memory
         d. Exceptional Memory

      2. Type
         a. Fact/Declarative Knowledge
         b. Skill/Procedural Knowledge

   B. Things to Know about Learning and Memory
      1. Spacing of the Things to be Learned
      2. Key Factors in Learning Information and Remembering It, and Retrieving It
         a. Meaningfulness
         b. Organization
      3. Importance of emotion in memory
      4. Exceptional Memories
      5. Eyewitnesses