

RELIABILITY OF COGNITIVE PROCESSES: RECONSTRUCTIVE MEMORY

Unreliability of memory:

→ Retrieval of information from the long term memory may depend on whether or not we are using a particular schema.

→ Tendency of memory to be distorted.

MEMORY

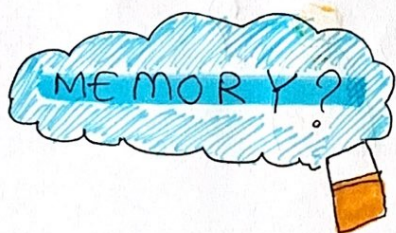
Theory of reconstructive memory and eyewitness testimony

Memory, rather than being the passive retrieval of information from the long term storage, is an active process that involves the reconstruction of information.

Eyewitness testimony - Loftus and Palmer (1974)

Response bias: Memory does not change. Based on external factors, the response changes.

Memory change: The question causes a change in the subject's memory representation of an incident.



Memory for some complex event is based on two kinds of information

1. information obtained during the perception of the event
2. external post-event information.

Over a period of time, both the informations get integrated in such a way that we are unable to tell them apart.

Memory can be reconstructed through the lens of schema.

Misleading information, recognition and visual memory

- Visual and verbal information might be stored separately.
- The leading question can interfere with the verbal storage but not the visual one.
- Eye witness testimony often involves **recognition** rather than **recall**.
- In real-life situations post information can take more aggressive forms and a person can have misleading information.



- The more time passes, the stronger effect misleading information has on our memory.

Loftus, Miller and Burns (1978)

Alternative explanation - response bias

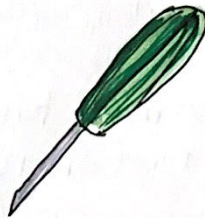
- ↳ Participants' memory did not change after presenting them with misleading information.
- ↳ They must have forgotten the details of the slides and replaced it with a similar meaning word.



Wrench



hammer



Screw driver



McCloskey and Zaragoza (1985)

meta-analysis

• common way to resolve contradictions.

Payne, Togila & Anastasi (1994)

↳ Results showed that the longer the retention interval, the more likely the misinformation effect.

Flashbulb memory

It occurs when an incident is accompanied by a strong emotional reaction on the part of the viewer.

