1) Cognition (thinking)- Refers to a process that involves knowing, understanding, remembering, and communicating
   a) Zimbardo Video Introduction:
      i) Things that affect memory:
         (1) Biological Condition
         (2) Concentration
         (3) Interference
         (4) Motivation
         (5) Rehearsal
         (6) Setting
      ii) **Ebbinghaus**
         (1) Studied remembering and forgetting
         (2) Nonsense syllables
      iii) Analogies for Memory
         (1) The Computer (Short Term/Working Memory)
            (a) Encoding (Get information in)
            (b) Storage (Hold on to it)
            (c) Retrieval
            (i) Limitations of Long Term Memory
               1. Capacity (7 +/- 2)
               2. Duration (20-30 seconds)
            (ii) Chunking allows you to hold more in your short term memory
         iv) Memories are very subjective
         v) Types of Memory
            (1) Procedural/Implicit Memory (Skills)- Location: Cerebellum
            (2) Explicit Memory (Knowledge)- Location: Hippocampus
            (3) Episodic Memory (Events)- Location: Hippocampus
   2) Memory- Memory- any indication that learning has persisted over time, includes ability to store and retrieve information
      a) Working memory- reflects a newer understanding of short-term memory that involves conscious, active processing of incoming auditory and visual spatial information, and of information retrieved from long – term memory
      b) Encoding
         i) Some information is automatically processed
         ii) However, new or unusual information requires attention and effort
            (1) Automatic
            (2) Effortful
         iii) Ebbinghaus = Rehearsal