Semantic Memory

Demonstrate an understanding of what semantic memory is

→ Semantic memory is a memory for facts (e.g. Paris is capital of France).

→ Representations of Concepts:
  o Concept = mental representation of a category or class of objects (e.g. chairs)
  o A vast amount of info is represented in semantic memory e.g. word meanings (adults tend to know 20-40,000 words)
  o 3 main theories of how adults represent concepts:
    1. Defining Feature Theory
    2. Feature Comparison Model
    3. Prototype Model

→ Forgetting in Semantic memory:
  o Failures of semantic memory are common among healthy people, e.g. ‘Tip of the Tongue’ (ToT) Phenomenon
  o People are a s ToT state when they momentarily cant recall information – usually a name – that they know is stored in long-term (semantic) memory
    1. “Instrument for measuring atmospheric pressure?”
    2. “A high ranking diplomatic position?”
    3. “A tube with mirrors that allows the observer to see what is above their head?”
  o One explanation for ToT phenomenon:
    ▪ Semantic info is activated but activation hasn’t spread to the phonological info needed to produce the word.

Show knowledge and understanding of some of the key theories of how information is represented in long-term semantic memory, e.g.

- Defining Feature Theory:
  o A concept is represented in memory and defined by a set of features.
  o Knowledge organized hierarchically in a semantic network