

Implicit Memory – no conscious memory, but show through your behavior or performance that on an unconscious level you DO remember.

### Examples / Studies

Woman with Korsakoff Syndrome (anterograde amnesia): Doctor holds a pin in his hand and pricks subject on the hand while shaking it. The next day, subject does not recognize the doctor but when he reaches to shake her hand, she pulls her hand away, saying “You never know. Sometimes pins are hidden in people’s hands.”

People with anterograde amnesia read books much faster the second time even though they don’t remember having read it.

Anesthesia Study: People given related word pairs, like “Doctor – Stethoscope” and “Dog – Collar” while under anesthesia. They (obviously) cannot recall the word pairs upon waking, but tend to correctly give the second word when given the first word and told to give the first related word that comes to mind. In fact, they do better than people who had never heard the list.

Eyewitness Transference – two people in the same general area – a person observed in blindsight confused with a person observed directly. Confusing a bystander with a criminal.

Cryptomnesia – unintentional plagiarism

Trusting your instincts on Multiple Choice Tests

Duck in the Tree Study – More likely to draw ducks and duck related imagery

Letter Matrix Study – more likely to make up stories about violence, loss, conflict, uncertainty, and use unpleasant words.

Bargh’s sentence study – people walk down the hall slower on their way out than on their way in, even though consciously they did not recognize a theme in the words.

Mere exposure effect

- Subjects rate someone as more attractive if they have seen his/her picture before, even though they do not consciously remember it
  - o “Bad press is better than no press.”
- illusion of truth effect – you are more likely to believe that a statement is true if you have heard it before – whether or not it is actually true.

P	X	H	G	B	P	F
Y	O	T	J	Q	L	H
Z	S	V	R	A	I	N
W	F	B	M	T	Q	Z
J	H	P	Y	G	V	S
Q	T	X	D	U	C	K
L	M	Z	F	J	B	M

R	X	H	G	B	R	D
T	E	Y	J	Q	L	R
Z	S	V	P	A	I	N
W	D	B	M	T	Q	Z
J	H	R	Y	G	V	S
Q	T	X	F	U	C	K
L	M	Z	D	J	B	M

01 him was worried she always  
 02 from are Florida oranges temperature

03 ball the throw toss silently  
 04 shoes give replace old the  
 05 he observes occasionally people watches  
 06 he will sweat lonely they  
 07 sky the seamless gray is  
 08 should now withdraw forgetful we  
 09 us bingo sing play let  
 10 sunlight makes temperature wrinkle raisins

