Cognition Critical Thinking Questions
Answer in your OWN WORDS.

1. Below on the left, draw a simple picture of the information-processing model. On the right, define the three main areas – encoding, storage, and retrieval.

2. Imagine you go through a typical day in your life. What is one example of something that would happen that would require automatic processing? What is one example of something that would require effortful processing?

3. Pretend you are in college and you are given an assignment by your professor to create a PowerPoint on the person you admire most in the world. How would you incorporate visual, acoustic, and semantic encoding into her presentation to best teach the rest of the class about the person you chose?

4. What is iconic and echoic memory? How are they different (ex: duration)?
5. Imagine that you’re a member of both Spanish Club and French Club and you have back-to-back after-school meetings involving both clubs. Give one example each for how retroactive interference and proactive interference could impact memory of what happened in each club that day.

6. What is the order of development regarding language from birth until 2 years old?
   Give an example of what a baby would say at each stage of development.

7. You attend a lecture debate between Noam Chomsky and B.F. Skinner regarding how children develop language. Using what you know about each person’s theory, who do you agree with and why?

8. You go home one day after school and find your little sister talking to your pet cat, Sassy. Your sister asks you, “Can animals think and exhibit language?” How do you respond? Back up your statement with facts learned from this unit.

9. Give an example (not from class) of a time the availability heuristic has prevented you from making a sound decision.