

## AP Psychology

### Unit 7: Cognition Terms

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#### Key Terms And Concepts

memory  
encoding  
storage  
retrieval  
parallel processing  
sensory memory  
short-term memory  
long-term memory  
working memory  
explicit memory  
effortful processing  
automatic processing  
implicit memory  
iconic memory  
echoic memory  
chunking  
mnemonics  
spacing effect  
testing effect  
shallow processing  
deep processing  
hippocampus  
flashbulb memory  
long-term potentiation (LTP)  
recall  
recognition  
relearning  
priming  
mood-congruent memory  
serial position effect  
anterograde amnesia  
retrograde amnesia  
proactive interference  
retroactive interference  
repression  
misinformation effect  
source amnesia  
déjà vu  
cognition  
concept  
prototype  
creativity  
convergent thinking  
divergent thinking  
algorithm  
heuristic  
insight  
confirmation bias  
mental set  
intuition  
representativeness heuristic  
availability heuristic  
overconfidence  
belief perseverance  
framing  
language  
phoneme  
morpheme  
grammar  
babbling stage  
one-word stage  
two-word stage  
telegraphic speech  
aphasia  
Broca's area  
Wernicke's area  
linguistic determinism