Teacher Answer Key

Case Study

1. Emotional content gets priority. Participants recalled emotionally significant images far more accurately a month later, which suggests the brain flags emotional material for stronger encoding and storage.

2. A loved one's photograph carries emotional weight, so it is encoded more deeply than a neutral object. That is why participants remembered those images more vividly a month later.

Multiple Choice

1. D

2. B

3. A

Matching

1-C, 2-A, 3-D, 4-B

Fill-in-the-Blank

1) encoding, 2) Sensory, 3) interference

Short Answer (Sample Responses)

Q1: Short-term memory holds limited information briefly, like remembering a phone number to dial immediately, whereas long-term memory stores information indefinitely, like a childhood memory.

Q2: Semantic encoding is based on meaning, which often creates stronger, more lasting memories due to deeper processing and understanding.

Q3: Interference occurs when similar memories mix, making it harder to retrieve one specific memory. For example, mixing up a friend’s phone number with a similar one.