

CENTER FOR COGNITIVE SCIENCE

University at Buffalo, State University of New York

Wednesday, January 14, 2004

280 Park Hall
North Campus
2:00 pm –4:00 pm

“Attributions of Memory: True and False Recognition of Words, Pictures, and Faces”

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Over the past several years, the profound effects of cognitive heuristics have generated renewed interest among researchers. Along with classic domains (e.g., decision making), heuristic processes apparently affect behaviors that are often considered more modular or automatic. One such domain is recognition memory: Although theories rarely specify processes beyond matching input stimuli to stored traces, some researchers (most notably Jacoby and Whittlesea) have suggested that many other factors can affect a person's decision to answer "old" or "new." In this presentation, I will briefly review our recent studies examining the fluency heuristic in recognition memory for words and faces. I will then present new data on two other heuristics, generation and resemblance, in memory for Asian and Caucasian faces. Finally, I will describe three new experiments, testing memory-attribution theory using a subliminal priming. Our subliminal priming technique decouples stimulation from both perception and memory, thereby allowing an unusually stringent test of the attribution framework. Taken together, the results - especially those involving false memories - underscore the flexible decision processes involved in recognition memory.

**Refreshments will be available
Everyone is welcome to attend!**

For information please call the Cognitive Science Office at (716) 645-3794 or check
<http://www.cogsci.buffalo.edu/Activities/Colloquium/CLLQs04/2004spring.htm>

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