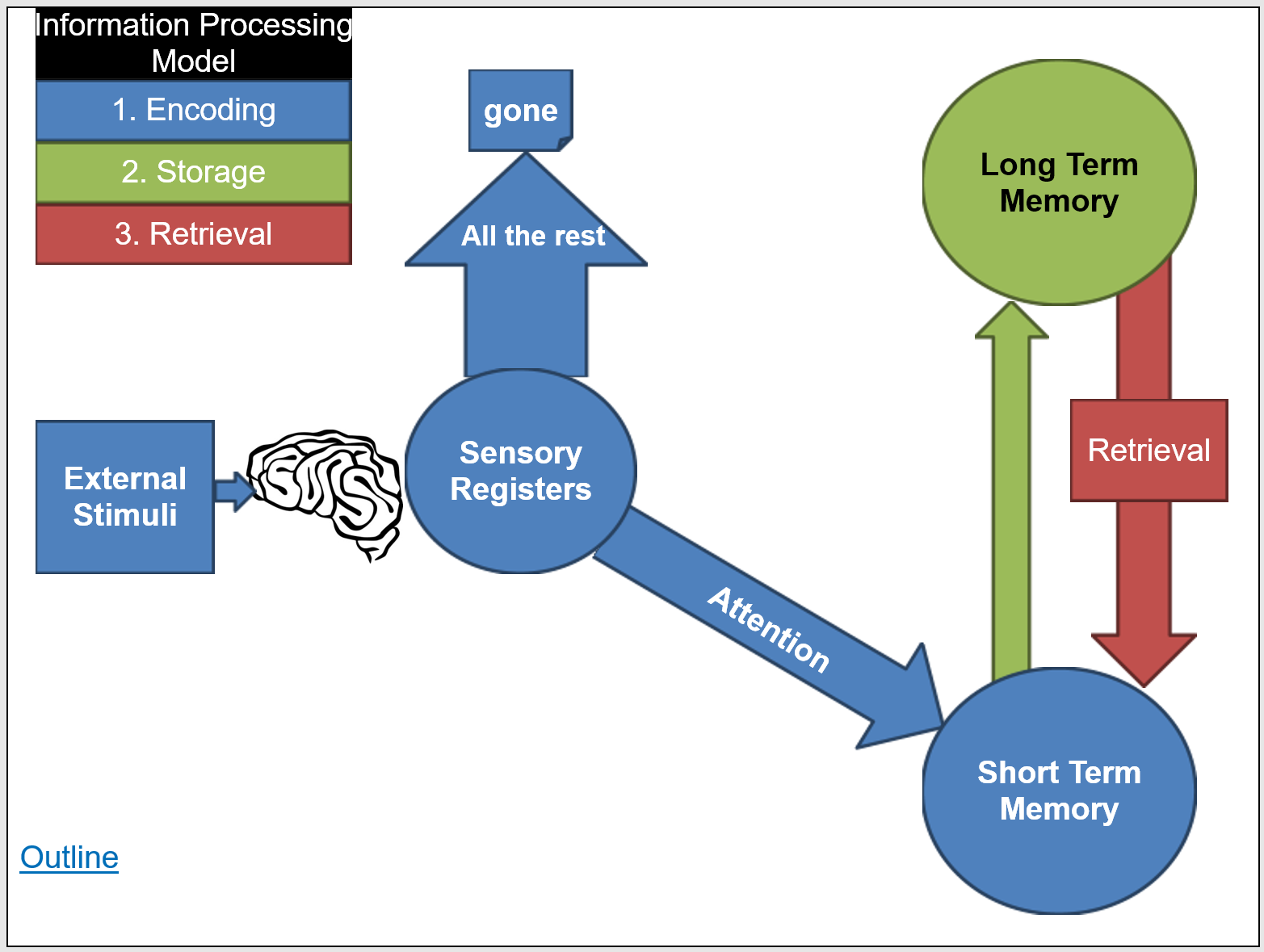
**5.1 Introduction to Memory**  
A. Compare and contrast various cognitive processes.  
B. Describe and differentiate psychological and physiological systems of memory.  
C. Identify the contributions of key researchers in cognitive psychology.

Encoding

Memory



Deep vs. Shallow Processing

Effortful vs. Automatic Processing

Parallel Processing

Storage

Retrieval

Selective vs. Divided Attention