**AP Psychology Key Terms Chapter 9**

**Memory Modal Model Encoding**

**Storage Retrieval Sensory memory**

**Working memory Long Term memory Chunking**

**Echoic memory Iconic memory Procedural memory**

**Declarative memory Episodic memory Semantic memory**

**Implicit memory Explicit memory Mnemonics**

**Blocking Absentmindedness Schemas**

**Serial position effect Proactive interference Retroactive Interference**

***Essay Question:***

**Describe the modal model of memory, and provide a specific example of each of the following: sensory memory, short-term memory, and long term memory.**