Preparatory Questions for Exam II
Set II: Schema Theory and Dual Coding Theory

1. Demonstrate your understanding of the difference between declarative and procedural knowledge by contrasting and elaborating the role of each in an activity (e.g. writing a term paper, establishing a new friendship, or looking for information on the Internet).

2. Explain how procedural and declarative knowledge are used in working memory to build knowledge in long term store. In your explanation, be certain to explain the role of domain-specific and domain-general encoding strategies as well as the role and function of controlled and automated processes.

3. Integrating your understanding of Schema Theory from Anderson & Pearson and Alba & Hasher, explain how schemas function to: a) encode, (b) store, and (c) retrieve new information, and function to influence people in (a) deriving perspective on an issue, person, or event, (b) constructing meaning from experiences and events, and (c) contributing to human errors in thinking and remembering. Provide examples of each.

4. Describe the role of imagery and concreteness in Clark and Paivio’s DCT.

5. Clark and Paivio describe knowledge as being represented in memory as an associative structure. Explain: 1) what the elements are which comprise the associative structure, 2) how the associative structure is created and 3) the way the associative structure is organized in LTS.

6. According to Clark and Paivio, the associative structure of knowledge in LTS can be hierarchical or nonhierarchical. When it is hierarchical, explain how and why the associative structure of knowledge can be both different and the same as the hierarchical structure of knowledge according to schema theory.

7. DCT explains that emotion is a complex pattern of activation among nonverbal and verbal representations that are interconnected. First, describe how this pattern of activation occurs. Second, inventory the most interesting evidence for the way verbal elements and images are linked to evoke and account for emotional states.

8. Explain the comprehension process of an activity of your choice using both schema theory and DCT.