

PsychInquiry CD

Activity name:	Incidental and Intentional Memory: Memory for Consumer Products
Student's name:	

Instructions: Complete this worksheet and hand it in to your instructor.

Questions

1. What is the difference between incidental and intentional memory? Give an example of each type of memory.

2. Are our detailed memories typically better for things we've learned incidentally, or for those things we've learned intentionally? Why?

3. How did you do on the memory test? Name two factors that may have affected your results.

1)

2)