## Chapter 9 Summary

* Activation of knowledge in semantic memory can prime related concepts
* People may also engage in a search of primed information
* Inhibition can help this search
* Priming can also affect more distantly related concepts
* Semantic memory is generally aided as the number of associations among concepts increases
* People create categories to structure the information in semantic memory
* Categories are oriented around basic levels and show central tendency, familial relationships
* Categories are often probabilistic, using prototypes and exemplars
* Categorization reflects both environmental and goal-oriented influences
* Schemas are memories for commonly experienced events
* People also use scripts for sequences of events
* Scripts and schemas can also be disregarded allowing people to more accurately remember the details of events
* Semantic memory can fail, such as in the case of the Moses illusion or naïve physics