Chapter 9:

1. Memory
2. Flashbulb memory
3. Encoding
4. Storage
5. Retrieval
6. Sensory memory
7. Short-term memory
8. Long-term memory
9. Working memory
10. Automatic processing
11. Effortful processing
12. Rehearsal
13. Spacing effect
14. Serial position effect
15. Visual encoding
16. Acoustic encoding
17. Semantic encoding
18. Imagery
19. Mnemonics
20. Chunking
21. Iconic memory
22. Echoic memory
23. Long-term potentiation (LTP)
24. Amnesia
25. Implicit memory
26. Explicit memory
27. Hippocampus
28. Recall
29. Recognition
30. Relearning
31. Priming
32. Déjà vu
33. Mood-congruent memory
34. Proactive interference
35. Retroactive interference
36. Repression
37. Misinformation effect
38. Source amnesia