Memory

3 Kinds of Memory

- Episodic Memory
- Semantic/Generic Memory
- Procedural/Implicit memory

Episodic memory

- Memory that consists of events that people have experienced or witnessed

- Flash bulb memory- Able to recall great detail of the event

Generic/Semantic Memory

- General knowledge usually not able to remember when we acquired the information
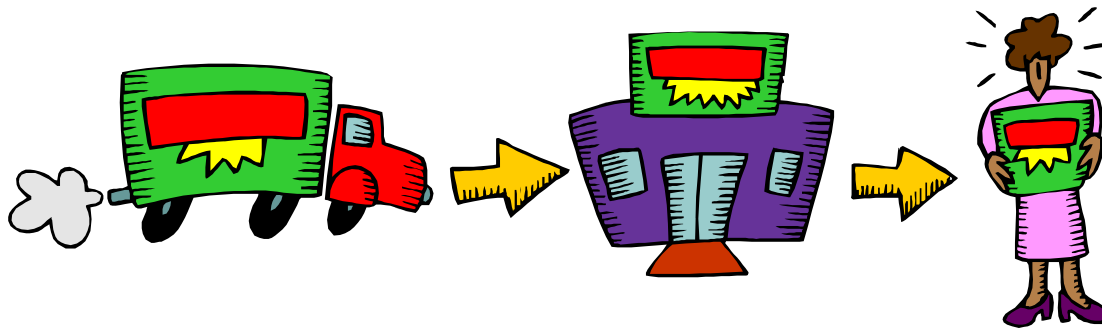
- E.g.. Washington was our first president

Procedural/Implicit Memory

- Skills or procedures we have learned..once the skill has been learned it usually stays for many years

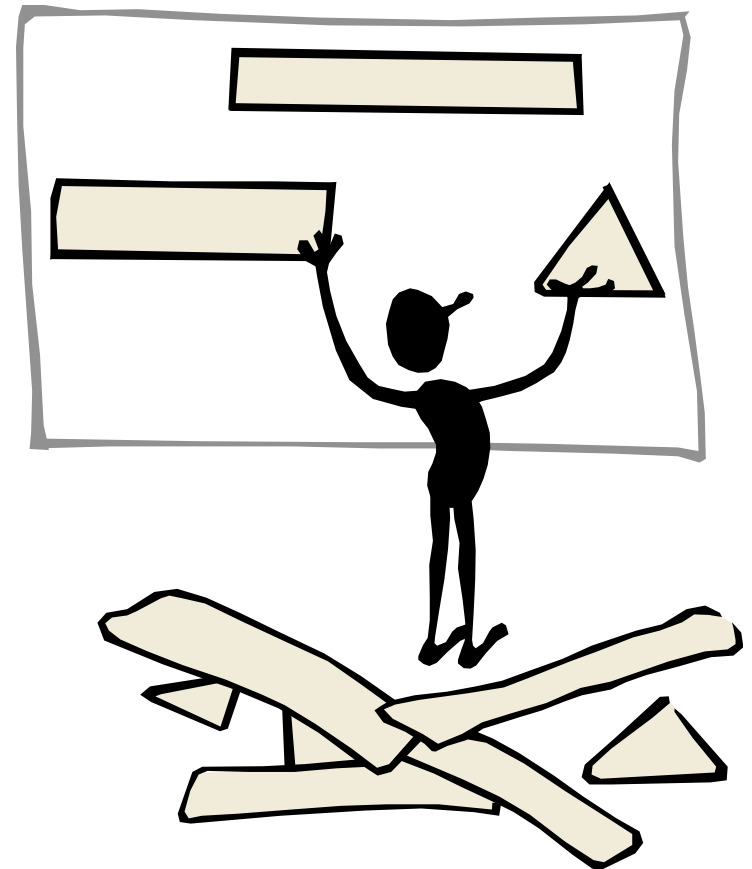- E.g. How to make a sandwich or ride a bike or swimming

3 Processes of Memory

- Encoding
- Storage
- Retrieval

Encoding

- The translation of information into a form that can be stored
- **Visual codes**-picture it in your mind
- **Acoustic codes**-hear it
- **Semantic codes**-make sense of it

Storage

- Maintenance of encoded information over a period of time-stored
- **Maintenance rehearsal-**Repeating over and over to rehearse
- **Elaborative rehearsal-**Relate to info already known
- **Organizational systems-**The more organized the storage the better chances for retrieval

Retrieval

- Locating information and returning it to conscious thought
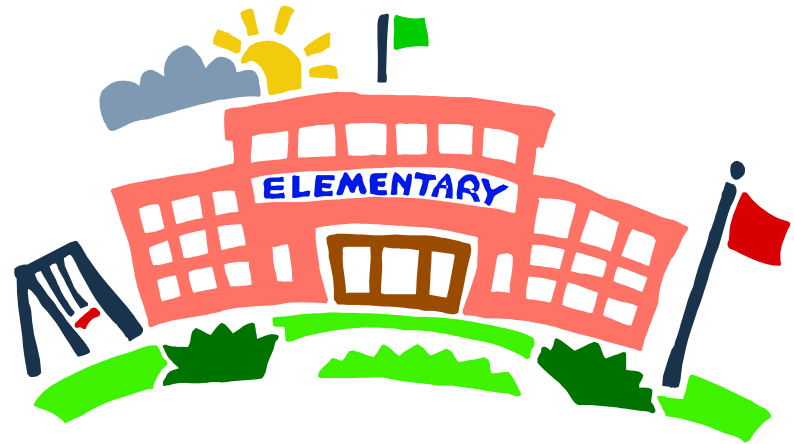- Retrieval of info stored previously like a computer retrieves and locates files

Bob's whine cellar

Context-Dependent Memory Retrieval continued

- Dependent on the place where the memory was stored i.e.. the environment

- E.g.. Visiting Elementary school and some memory from that experience comes back

State-Dependent Memory Retrieval continued

© Ron Leishman * www.ClipartOf.com/441875

- Easier to retrieve these type of memories when the same emotion or mood is achieved that is similar to when the memory was encoded

- E.g..Happy times triggers memories of other happy times

On the Tip of the Tongue Retrieval continued

- Sometimes we are so close to retrieving information it is said to be on the Tip of the tongue
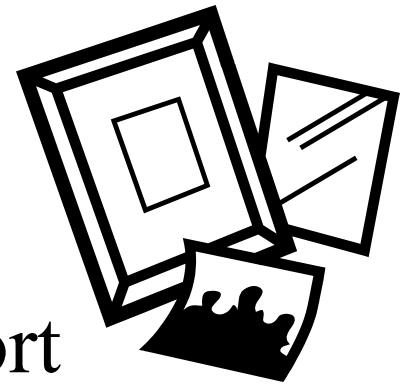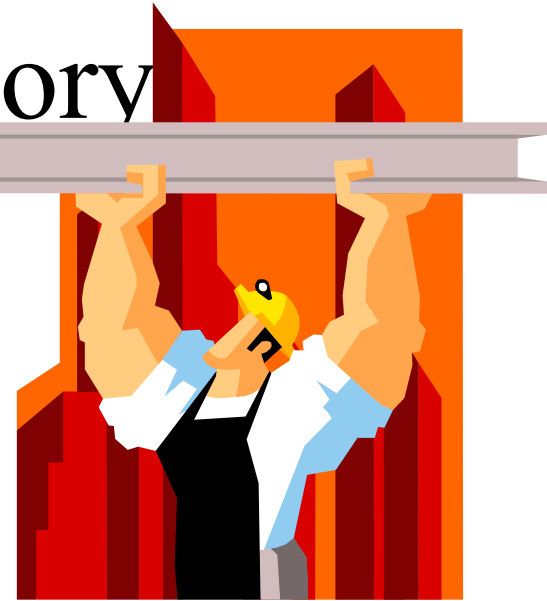
Three Stages of Memory

Sensory Memory

- First stage of memory-initial recording of information through our senses

1. Iconic memory -Snapshots very accurate photographic memories short period of time

2. Eidetic Memory- Visual memories over a long period of time

3. Echoic Memory-Mental traces of sound (acoustic easier t remember than visual)

Stage 2: Short-Term Memory aka Working Memory

- Information is transferred from the Sensory memory to this second stage of memory processing

- Consciously thinking about the information here

- Rapidly begins to fade after several seconds so attention must be paid to the information to pass it along further to the LT memory

Memory cont.

- **Primacy effect**-recall initial items in a sequence
- **Recency effect**- Tendency to remember the last items of a sequence
- **Chunking**- organization of units into manageable familiar units
- **Interference**-When new information takes the place of old information in the working memory

Long-Term Memory

- Third and final stage of memory
- No limit to the capacity of long-term memory (infinite)
- We tend to remember or reconstruct memories based on our life experiences and our view of the world

Schemas

- An idea or mental framework

- Organizing bits of information into knowledge

Basic Memory tasks

- **Recognition**-Identifying objects or events that have been encountered before

- **Recall**-Bring back to mind

- **Relearning**-Relearn things forgotten e.g.. Algebra 25 years later

"Stock is Best!"

Forgetting

- Repression- Pushing painful, unwanted memories into the subconscious mind

- Amnesia- Severe memory loss due to brain damage

Amnesias

- Infantile Amnesia- forgetting early infancy memories are forgotten.g. birth

- Anterograde Amnesia- Memory loss that prevents a person's brain from forming new memories

- Retrograde Amnesia- Forgetting the period of time that leads up to a traumatic event

Improving Memory

- Drill & Practice-Going over and over again (maintenance rehearsal)

- Relate things to What you Already Know (elaborative rehearsal)

- Form Unusual Associations

- Construct Links between already established patterns e.g. learning languages

- Mnemonics devices-Systems for remembering information

Encoding through senses

Process

Storage

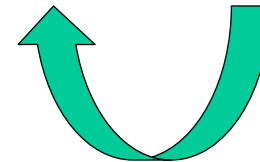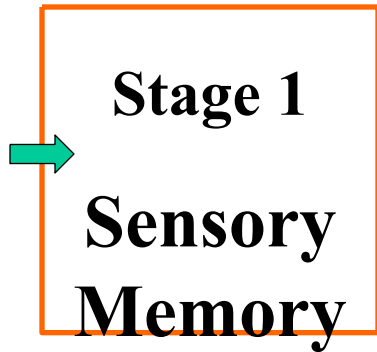**Process**

Cognition Thinking

S
E
N
S
E
S

Stage 1

Sensory Memory

20-30 seconds

Stage 2

Working (Short-term) Memory

Stage 3

Long-Term Memory

Retrieval

Process