

Chapter 3

MEMORY

Memory Processes Involve:

- Encoding:
- Storage
- Organizes
- Alters
- Retrieval

Encoding

Getting information into memory

*There are ways

to improve information encoding*

Retrieval

Getting information out of memory

*Context specific

*Mood specific

*Recall is more difficult than recognition

Memory Systems

1. Sensory: information from environment

Sensory Memory

2. Short Term

3. Long Term

Sensory Memory

- Contains Exact Replica of Sensory Information
 - Ionic Memory: The icon; a visual stimuli
 - Echoic Memory: The echo; sound
 - Very Brief Retention of Image or Sound

Short Term Memory

- Role of Selective Attention
- Brief storage of small amounts of information
- Memories can be encoded as images or sounds
- Sensitive to interruption
- Working Memory

Short Term Memory

- How much information can STM hold?

Miller:

- 7 Bits Plus or minus 2 Bits
 - What is a “Bit” amount, item or piece of information

Short Term Memory Aid

- Chunking
 - Remembering larger groups of information bits
 - **It's harder to remember the 5 letters**
 - **Than the word MONEY**

Rehearsal

- How long do ST memories last?
 - Not long
 - BUT – you can prolong a memory by repeating it
 - Maintenance Rehearsal
- So... how long *IS* it??
 - About 18 seconds
- Elaborative Rehearsal
 - Giving the material meaning

Long Term Memory

- Permanent storage for knowledge
 - Contains everything you know about the world
- Nearly limitless
 - The more you know, the easier it is to add new memories
- Memories stored by meaning NOT sound
- Dual Memory

Constructing Memories

- As new memories are stored, old ones are updated, changed, lost, or revised
- Constructive Processing
 - Filling in gaps in memory
- Problems with eye witness testimony

Organizing Memories

- Memory Index
 - Not alphabetical
 - Organized by rules, images, categories, symbols, similarity, meaning
- Network Model
 - Ideas further apart, takes longer chain of associations to connect them

Types of Memory

- Procedural Memory
 - Skill Memory
- Declarative memory
 - Fact Memory

1. Semantic Memories