

Chapter 6

Thinking: Memory, Cognition, and Language

The Foundations of Memory

- Learning outcomes
 - Identify sensory memory
 - Define short-term memory
 - 15-25 seconds
 - Define long-term memory

 - Memory: The process by which we encode, store, and retrieve information
-

Sensory Memory

- Sensory Memory: Initial, momentary storage of information; lasts only an instant; stores almost exact replicas of all sensory stimuli experienced by that person.
-

Short-Term Memory

- Short-Term memory: Second stage of memory; holds information for 15-25 seconds
 - Capacity of 7 +/- 2 chunks (meaningful grouping of stimuli that can be stored as a unit in short term memory)
 - Rehearsal: The repetition of information in short-term memory
-

Long Term Memory

- Long-Term Memory: Third Stage of memory; stores information on a relatively permanent basis, but can be difficult to retrieve
 - Declarative memory - Memory for factual information and can be divided:
 - Semantic Memory - Memory for general knowledge and facts about the world
 - Episodic Memory - Memory for events that occur in particular time, place, or context
 - Procedural Memory - (non-declarative) refers to memory for skills and habits
-

Recall

- Learning outcomes
 - Explain retrieval cues
 - Discuss levels of processing
 - Compare and contrast implicit and explicit memory

- Define flashbulb memories
- Describe the constructive process of memory