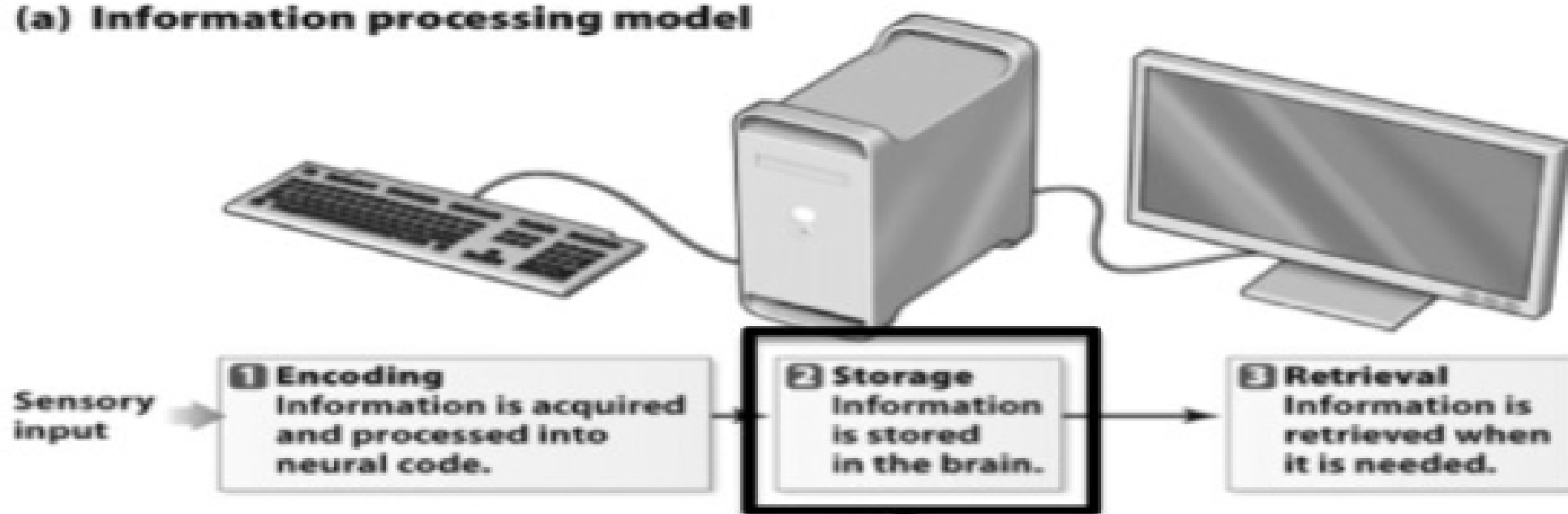


Attention and Memory

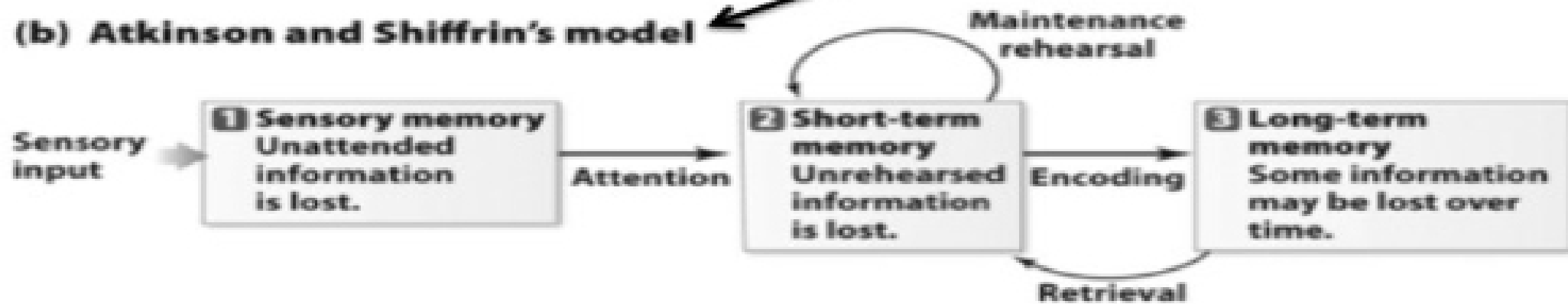
- **Filter Theory- Attention is SELECTIVE**
 - Assumed that people have a limited capacity for sensory information
 - They screen incoming information to let in only the most important material
- **How have researchers studied this concept?**
 - Change Blindness- the failure to notice large changes in ones environment
 - The Whodunnit video
 - The people asking for directions where the asker changes.
- **What was the point of the attention task (e.g., passes made by the team dressed in white) presented in class?**
 - Inattentional Blindness-an individual fails to recognize an unexpected stimulus that is in plain sight
 - See how aware we really are of our surroundings
- **Examples of when this concept might occur in the real world**
 - Drivers and:
 - Bikers
 - Stop signs/lights
 - **In class example:** Conley the policeman was chasing a suspects and also ran by other policemen violently attacking someone else and Conley claimed to not have noticed it
- **What was the point of the Whodunnit example presented in class?**
 - Refer back to the Change Blindness bullet point and Filter Theory

- **Models Of Memory**

(a) Information processing model



(b) Atkinson and Shiffrin's model



- **Information Processing of Memory**

- Encoding: The processing of information so that it can be stored
- Storage: The retention of encoded representations over time
- Retrieval: The act of recalling or remembering stored information when it is needed
- Many psychologist viewed MEMORY, the nervous systems capacity to acquire and retain skills and knowledge, as analogous to the ways computers process information

- **Atkinson and Shiffrin's Model**

- By contrast, A & S model emphasized tat memory storage varies in duration and capacity
 - Sensory Memory- being flashed a picture for a fraction of a second but when it disappears the image still lingers a little bit
 - Short Term Memory- A memory storage system that briefly holds a limited amount of information in awareness
 - Long Term Memory-The relatively permanent storage of information
- **Working Memory** is active

- An active processing system that keeps different types of information available for current use
 - Sounds images and ideas
 - Info remains for 20-30 seconds and then disappears unless actively preventing that
 - Example trying to remember the meaningless letters “X C J” If repeating it will stay in WM but when you stop they will soon be forgotten
- Levels of Processing Model
 - Maintenance
 - Repetition
 - Superficial
 - Elaborative
 - What does it mean?
 - In my own words?
 - Connections
 - GIVING MORE MEANING
- How does this model relate to students’ study strategies (Assignment readings)?
 - Inefficient- all are inefficient because you do not use the retrieval process. LOWER LEVEL OF MAINTENANCE
 - Highlighting
 - Summarizing
 - Rereading
 - Efficient
 - Testing/Practice Tests
 - Retrieval- identifies what you do not know or do not have in long term