

### 3.4.15

#### Ch. 7 continued:

- 3 stages of memory
  - ✚ Sensory memory- 1<sup>st</sup> stage of memory. Holds exact record of incoming info for a few seconds or less (not aware of info)- compare to sensation
  - ✚ Short-term memory (STM)- memory system used to hold small amounts of information in conscious awareness for about a dozen seconds. (Once aware)- sensory memory sort of perception
  - ✚ Long-term memory (LTM)- usually when think about memory. Memory system used for relatively permanent storage of meaningful info.
  
- Rehearsal- preserving info in some way for future use
  
- Long-term memory (LTM):
  - ❖ Types of LTM:
    - ✚ Procedural memory- Memories of conditioned responses and learned skills (actions)
    - ✚ Declarative memory- Memories containing specific factual information
      - Semantic memory- our impersonal knowledge about the world (day of week) (learn in classes) (info from books)
      - Episodic memory- personal experiences linked with specific times and places

#### How is memory organized?

- Network model- memory is an organized system of linked info

#### Longer to answer question

#### Less related

- Move through network?
  - Redintegration-process by which memories are reconstructed or expanded by starting with one memory and then following chains of association to other related memories

Why do we forget?

- Encoding failures- fail to store sufficient information to form a valid memory
- Storage failures- don't store memory correctly something happens
  - Memory decay- fading or weakening of memories assumed to occur when memory traces become weaker (learn in class in semester)
- Retrieval failures- retrieving from LTM
  - Retrieval cues- stimuli associated with memory (appropriate cues enhances memory)
    - ✦ Environment-
    - ✦ State dependent learning: memory is influenced by ones bodily state at time of learning and at tie of retrieval

Interference – tendency for new memories to impair retrieval of older memories and the reverse.

- Retroactive interference – tendency for new memories to interfere with the retrieval of old memories.
- Proactive interference – tendency for old memories to interfere with retrieval of newer memories.

Repression – unconsciously pushing unwanted memories out of awareness. (Traumatic, embarrassing, painful or threatening moments)

Suppression – involves conscious effort to put something out of mind or keep it from awareness. (Purposely forgetting)

How can we improve memory?

- Improving encoding
  - While we first learned material
    - Selection (we remember what we pay attention to)
    - Organization
      - Chunking – grouping bits of information into larger units
      - Cues
        - Elaborative processing – making memories more meaningful by using processing that encodes a link between

the new information from existing memories and knowledge while reviewing material

- o Serial position effect – tendency to make the most errors in remembering the middle terms of an ordered list.
- o Space practice – refers to a practice schedule alternating study periods with brief rest periods.
- o Overlearning – to continue to study beyond simple mastery