

Memory – an active mental system (ability) that allows us to put away info for later use

Processes (steps) of Memory:

_____ Receive (from senses/world)

Encoding(put in) (for short or long time use)

Storage (hold)

Retrieval (get out)

Models of Memory

Information-processing model –

- Assumes processing of info for memory similar to a computer

Levels-of-processing model –

- Assumes info that is more deeply processed (processed according to meaning) will be remembered more efficiently and longer

Other models exist too..

Which is right?

Information Processing Model: (3 stages)

1. Sensory memory – very first stage
 - where info enters the nervous system
 - lasts generally only a second or so...
2. Short-term memory (STM) (working memory) –
Where info is held while being used

Selective attention –

- Ability to focus on one stimulus from all sensory input
- Moves info from sensory mem to STM

How big is STM?

Capacity of STM = capacity - 7 items (+/- items = 5-9)

Chunking – bits of info combined into meaningful units (chunks) so more info can be held in STM

How long does it last?

Duration of STM = about 12-30 seconds w/o rehearsal

Maintenance rehearsal – say info over and over un head to keep it in STM (or LTM)

STM's tend to be encoded in auditory form

Interference?

3. Long-term memory (LTM) – used to keep info “permanently”

Elaborative rehearsal – get from STM into LTM by making info meaningful

2 Types of LTM

1. Procedural (nondeclarative) memory -

Memory for:

1. skills

2. emotional associations, habits, and simple conditioned reflexes

Aka. Implicit memory

- Not easily brought into awareness

Anterograde Amnesia

(inability to form new declarative LTMs)

Generally does **NOT** affect procedural LTM

(can gain new skills but not new facts)

2. Declarative memory –

Things people know (facts)

Aka. Explicit memory- consciously known

Two types:

Semantic memory – general knowledge.

Episodic memory – personal info not readily available to others

Two types of Remembering – Recall and Recognition:

1. Recall – “pull” info from memory with few external cues

Retrieval failure- recall has failed

- Draw a blank
- Tip-of-the-tongue phenomenon

Serial position effect – remember beginning and sometimes the end better than middle

Primacy effect – remember info at beginning better

Recency effect – remember info at end better

Summary: ask right away: remember begin and end better

Ask after 30 sec. delay: just remember beginning better

2. Recognition – match piece of info to a stored image/fact

Cues to Help Remember

Retrieval cue – trigger for remembering

Encoding specificity – remember better if info available when memory was formed is also available at retrieval