Remembering

- Encoding – transforming information into a form that can be stored in short term memory
- Storage – act of maintaining information in memory.
- Retrieval – act of bringing to mind material that has been stored in memory.
- Sensory memory – holds information coming in through the senses for a period ranging from a fraction of a second to several seconds.
- Short term memory – holds about 7 (range 5 to 9) items for <30 seconds without rehearsal.
- Long term memory – long term retention of information or skills.
Long term memory

Types of long-term memories

Explicit (declarative) With conscious recall
- Facts—general knowledge ("semantic memory")
- Personally experienced events ("episodic memory")

Implicit (nondeclarative) Without conscious recall
- Skills—motor and cognitive (Procedural Memory)
- Classical and operant conditioning effects
Long Term Memory on Web

- Lady that remembers everything!
- Video
Unusual Memory Phenomenon

Flashbulb memories – formed when you learn of an event that is surprising & highly emotional

Eidetic imagery – “photographic memory,” the ability to retain an image of a visual stimulus several minutes after it has been removed from view.
Factors Influencing Retrieval

- Serial position effect
- Environmental context & memory
- State-dependent memory effect
- Stress, anxiety and memory
Causes of Forgetting

- Encoding failure
- Consolidation failure
- **Decay** (Ebbinghaus)
- Interference
  - Proactive & Retroactive
- Motivated forgetting
- Retrieval failure
Improving Memory

- Organization
- Overlearning
- Make material personally meaningful
- Activate retrieval cues
- Minimize interference
- Spaced vs mass practice
- Recitation vs rereading
- Mnemonic devices