# MEMORY

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*Memory:* the capacity to acquire, retain and recall knowledge and skills

*Amnesia*: a partial or total loss of memory

# THREE BASIC PROCESSES

- *Encoding/Acquiring* – the process of readying information for storage

- *Storage/Retaining* – the saving of information for use in the future – memory

- *Retrieval/Recall* – recalling information from storage – continuous process

# DIFFERENT TYPES OF MEMORY

## Episodic

- Ability to remember events from the past
- Memory of one's own life
- Everyone's episodic memory is unique

## Semantic

- Knowledge of how the world works
- Knowledge of language, rules, words and meanings

# DIFFERENT TYPES OF MEMORY

## Procedural

- Memory of how to do things
- Memory of learned skills that does not require conscious recollection

## Declarative

- Memory of knowledge that can be called forth consciously as needed

# THREE LEVELS OF MEMORY

## 1. SENSORY MEMORY

- Receives information from the environment through each of the senses: sight, hearing, smell, taste and touch.

- Records information from these senses for only a few seconds – long enough to record what is necessary from the environment.
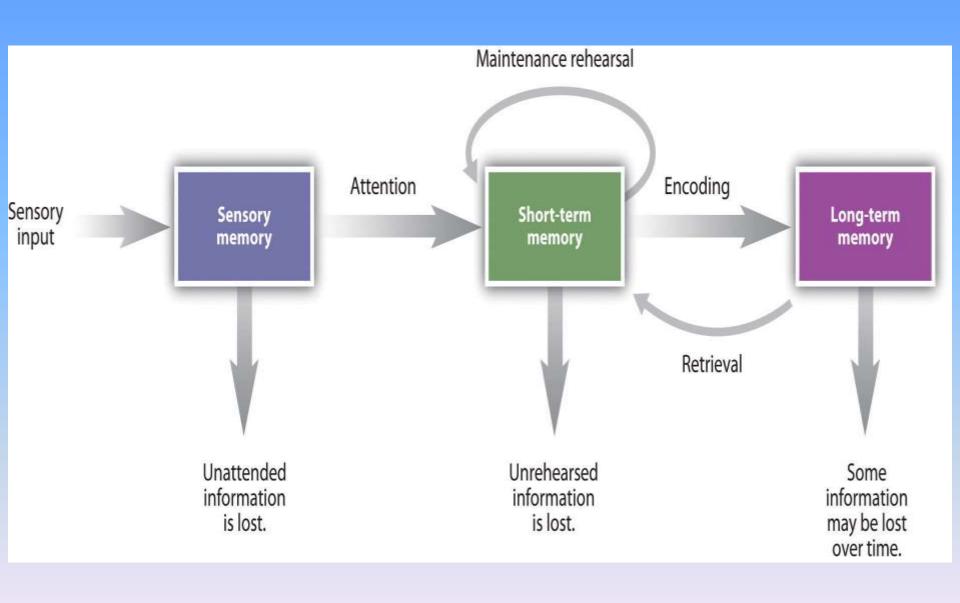
# THREE LEVELS OF MEMORY

## 2. SHORT-TERM MEMORY

- If information catches your attention and you think it is important, it may be transferred to STM.
- Holds information for up to 15-20 seconds. If you continue to work with the information, it will stay longer.
- Information in STM will either be discarded or stored in long term memory.
- It can store about 7 separate, unorganized items.
- The three ways to store information in STM are by *sound, picture and personal meaning.*

# THREE LEVELS OF MEMORY

## 3. LONG-TERM MEMORY

- Items that are *important to you* and *have meaning* are stored in LTM.
- No one has reached the outer limits of LTM as a computer might when it reaches the end of its storage capacity.
- Information can be retained for as long as we want, however we cannot always recall everything at will.
- Sometimes we cannot forget things we wish we could.

Maintenance rehearsal

Sensory input → Sensory memory → Attention → Short-term memory → Encoding → Long-term memory

Retrieval

Unattended information is lost.

Unrehearsed information is lost.

Some information may be lost over time.

# MEMORY

*Confabulation*: making things up to fill gaps in memory