

# Memory

## Objective's for Today's Class:

- Encoding memories
- Storing memories
- Retrieving memories

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## Next class

How Do We Get Information  
Out of Memory?

### RETRIEVAL

Ch.7-Memory

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If you couldn't forget, your mind  
would be filled with meaningless  
data.

The ability to forget is essential to the  
proper functioning of memory

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## What Influences Retrieval?

- What's the difference between *Jeopardy* and *Who wants to be a millionaire*?
- Which game would you prefer to play? Why?
- Both games are examples of \_\_\_\_\_

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## How Do We Test Memory?

- Recognition is a method of testing memory by asking someone to \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.
- Example- True-false, multiple choice and matching tests

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## How is Information Retrieved?

- Free Recall is a method of testing memory by asking someone to produce certain items  
\_\_\_\_\_  
\_\_\_\_\_.
- Example- fill-in-the-blank, short-answer or essays exams

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- Words positioned at the beginning and the end of a list are most likely to be remembered, a phenomenon called the \_\_\_\_\_
- Also, any unusual stimuli have a greater chance of being recalled, a phenomenon called the von Restorff effect (Hunt & Lamb, 2001).

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Here's a HINT...

- Cued Recall is a method of testing memory by asking someone to produce a certain item \_\_\_\_\_

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Where were you...?



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## Flashbulb Memories

- Unusually vivid and detailed memory for circumstances at the time of dramatic event.

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\_\_\_\_\_



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## How Can You Improve Your Memory?



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The associations you form at the time of learning will be the most effective retrieval cues

- State-dependent memory
- The tendency to remember something better if your body is in the same condition during recall as it was during the original learning

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## Mnemonic Devices

- Any memory aid that is based on encoding each item in a special way
  - Use silly images
    - The sillier the image the more effectively you will remember it
  - Use pleasant images
    - Your brain often blocks out unpleasant images
  - Use vivid colorful images
    - They are easier to remember than boring ones
  - Use all your senses to code information
    - Mnemonics can contain sounds, smells, tastes, touch, movements, feelings, and pictures

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## Types of Mnemonics

- Verbal Mnemonics
- Mnemonics that reorganize terms into distinctive patterns
- Word associations (i.e., acronyms or acrostics)
- Example:
  - ROY G BIV (acronym for colors of the spectrum)
  - King Philip Came Over For Good Sex (acrostic for order of taxonomy in biology)

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## Rhymes:

- Example-
  - Learning the ABCs to the tune of twinkle, twinkle little star

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