

Memory

Objective's for Today's Class:

- Encoding memories
- Storing memories
- Retrieving memories

1

Let's Share Some Memories!

What kinds of things do you remember?

2

What do you remember?

☞ Two types of long-term memories

- _____
- Memories for facts

- *Procedural Memories*

- Memories for _____

3

Declarative Memory

- The ability to state a fact
 - These memories are learned quickly but compared to procedural memories they are more likely to be forgotten over the long term
- Examples:
 - Being able to tell someone your phone number
 - The meaning of the word "consciousness"

4

Two Types of Declarative Memories

- **Semantic Memory**
 - Contains general knowledge that is not tied to the time when the information was learned
- **Episodic Memory**
 - Made up of chronologically, or temporally dated, recollections of personal experiences

5

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 _____

6

How Do We Test Memory?

Recognition is a method of testing memory by asking someone to _____

- Example- True-false, multiple choice and matching tests

7

How is Information Retrieved?

Free Recall is a method of testing memory by asking someone to produce certain _____

- Example- fill-in-the-blank, short-answer or essays exams

8

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).

9

Here's a HINT...

☐ *Cued Recall* is a method of testing memory by asking someone to produce a certain item after being given a _____

10

Where were you...?



Flashbulb Memories

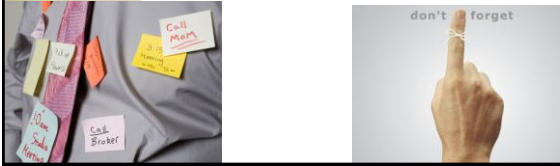
☐ Unusually vivid and detailed memory for circumstances at the time of dramatic event.

☐ Highly detailed and long-lasting

- Memory of the Challenger explosion
- Memory of JFK's assassination



How Can You Improve Your Memory?



Encoding Specificity Principle

The _____
_____ will be the most effective retrieval cues

- Highlights the importance of:
 - Contextual cues
 - Mood congruence
 - State-dependent retrieval

14

Mnemonic Devices

- _____
- 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

15

Verbal Mnemonics

Word associations (i.e., _____)

Example:

- ROY G BIV (acronym for colors of the spectrum)
- King Philip Came Over For Good Sex (acrostic for order of taxonomy in biology)

16

Verbal Mnemonics



Examples of rhymes:

- Thirty days has September, April, June and November.
When short February's done. All the rest have 31.
- Red sun at night – sailors delight, red sun in the morning –
sailors take warning
- Righty tighty lefty loosey
- Learning the ABCs to the tune of twinkle, twinkle little star

<http://www.youtube.com/watch?v=mk087mkgcNo>

17

How Should You Study?

Distributed practice is better than massed practice

You should _____

- Skimming or speed-reading will not promote long-term retention

18

How Should You Study?

- Writing out a detailed outline is better than passively reading over notes
- Try to relate material to your own life and experience rather than just memorizing material
- The better organized you are – the better you learn and remember

19

Next Class Why do we forget?

20
