

Memory

Objective's for Today's Class:

- What are some types of memories?
- How can we retrieving memories?

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Let's Share Some Memories!

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What do you remember?

☐ Two types of long-term memories

- _____ (*Explicit*)

- Memories with conscious recall

- _____

- *Procedural Memories* (_____)

- _____

- Memories for actions, skills, and operations

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Declarative Memory

- ☛ The ability to state a fact
 - These memories are learned quickly but compared to procedural memories they are more likely to be
 - _____
 - _____
- Examples:
 - _____
 - The meaning of the word "consciousness"

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Two Types of Declarative Memories

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

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Episodic Memory



- ☛ _____
- _____
- _____
- ☛ Memories for specific events
 - _____
 - _____
- Help us construct a sense of self

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It is the repository of motor skills and habits such as handwriting or driving.

- These skills are essential part of our memory store, _____
- In this sense the memory is said to be implicit or non-declarative ...you just cannot explain how to ride a bicycle.

The skills may be difficult to acquire, but once learned they are never forgotten, even without occasional practice



Retrieval

How do we get information back out?

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?

_____ is a method of testing memory by asking someone to choose the correct item from a set of alternatives.

- Example- _____

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Recognition Task

- The next time you see someone at a party who is having trouble walking properly, you might say, "He has had too much to drink, and it went right to his _____."
- Reticular formation
 - Cerebellum
 - Frontal lobe
 - Parietal lobe

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How is Information Retrieved?

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

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 _____

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Flashbulb Memories

- These are emotionally significant memories

Highly detailed and long-lasting

- Memory of Princess Diana's death
- Memory of the 9-11 attack
- Memory of the Challenger explosion
- Memory of JFK's assassination



How Can You Improve Your Memory?



Encoding Specificity Principle

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

- If you experience something while you're in a particular mood – you are more likely to think of it again when you are in the same mood

State-dependent retrieval

- The tendency to remember something better if your body is in the _____

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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Verbal Mnemonics

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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Verbal Mnemonics

Narrative stories and rhymes

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=mk087mkgNo>

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How Should You Study?

- ☐ Distributed practice is better than massed practice
 - Ten 1-hour blocks is better than one 10-hour block
- ☐ You should continue to rehearse the material after you first appear to have mastered it
 - Skimming or speed-reading will not promote long-term retention

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How Should You Study?

- ☐ Active is better than passive (allows you to engage in deeper processing)
 - 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

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Next Class
Why do we forget?

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