

How Do We Get Information Out of 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 without conscious recall

- _____

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Declarative Memory

- These memories are learned quickly but compared to procedural memories they are more likely to be forgotten over the long term

- Examples:

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Two Types of Declarative Memories

Semantic Memory

- ---

- Memories of general principles, facts, rules and ideas.

- ---

- Made up of chronologically, or temporally dated, recollections of personal experiences

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Episodic Memory

- ---

Memories for _____

- Includes details of when and where the events happened
- Help us construct a sense of self

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Procedural Memory

It is the _____

- These skills are essential part of our memory store, but it is difficult to describe the "know-how" in words.
- In this sense the memory is said to be implicit or non-declarative ...you just cannot explain how to ride a bicycle.

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The skills may be difficult to acquire

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Retrieval

How do we get information back out?

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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 memory task in _____

- Example- True-false, multiple choice and matching tests.
- ▣ In recognition tests such as multiple-choice tests, you merely judge whether _____

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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 _____."
- a) Reticular formation
- b) Cerebellum
- c) Frontal lobe
- d) Parietal lobe

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How is Information Retrieved?

▣ Recall is a memory task in which the individual has to _____

▣ Recall tests such as essay tests have poor retrieval cues.

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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 _____

▣ _____, 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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Where were you...?



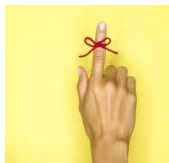
Flashbulb Memories

☑ Unusually vivid and detailed

- These are emotionally significant memories

- Memory of Princess Diana's death
- Memory of the 9-11 attack
- Memory of the Challenger explosion⁷

How Can You Improve Your Memory?



Encoding Specificity Principle



Mood congruence

- If you experience something while you're in a particular _____



- The tendency to remember something better if your body is in the same condition during recall as it was during the _____

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Autobiographical memory



- Autobiographical memories are complex and seem to contain unending strings of stories and snapshots, but researchers have found that they can be categorized.

Level	Label	Description
Level 1	Life time periods	Long segments of time measured in years and even decades
Level 2	General events	Extended composite episodes measured in days, weeks, or months
Level 3	Event-specific knowledge	Individual episodes measured in seconds, minutes, or hours.

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=mkO87mkgeNo>

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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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