

General Psychology Notes - Memory

I. Basic Memory Processes:

A. Encoding - change information into a form that the memory system uses

B. Storage - maintaining information over a period of time

C. Retrieval - locating information being stored in memory and bringing into awareness

II. Three Memory Systems

- **Sensory Memory** - sensory inputs are briefly held for approximately 1/2 - 2 seconds in sensory registers. Information is encoded/processed and transferred into short-term memory or decays and is lost forever.
 1. Icon - visual memory and lasts for approximately 1/2 second
 2. Echo - auditory memory and lasts for approximately 2 seconds
 3. De ja vu' - memory theorists believe this is caused by a short circuit in sensory memory and the information is being reprocessed which is what gives you that uncanny feeling that you have experienced something before. You have, only a few seconds ago.
- **Short term Memory** - also referred to as working information
 1. Information stays here for approximately 18-30 seconds.
 2. Limited capacity - 7 items + or -2 (5-9 items).
 3. Helps you think & solve problems by organizing and integrating information.
 4. Strategies can be used to help increase short-term capacity and duration of time.
Chunking - organizing several bits of information into one piece
Ex: area codes and exchanges of phone numbers
Maintenance Rehearsal - rote repetition over and over again
Elaborative Rehearsal - associate new information & existing knowledge
- **Long-term Memory** - Storage of Information Indefinitely
 1. Theoretically has an unlimited capacity
 2. 3 types
 - * Semantic memories - general knowledge, facts, and concepts
 - * Procedural memories - how to do something
 - * Episodic memories - personally relevant experiences

III. Biological Bases of Memory

1. Short-term memory involves changes in the neurochemistry

* increased synaptic responsiveness

* Neurotransmitters directly involved - glutamate & acetylcholine

2. Long-term memory - involves structural changes in the dendrite

* 2 week consolidation/stabilization period before memory becomes permanent

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