

WEEK 2 – MEMORY

TEXTBOOK - Chapter 7

Memory

There are 2 types of memory;

1. **Declarative Memory**

The recollection of facts and events

- **Explicit use of memory** – The conscious act of retrieving information stored in the memory
- **Implicit use of memory** – When external factors trigger a sense of familiarity within the persons mind
 - **Endel Tulving (1972)** – episodic and semantic memories
- **Episodic** – long-term memories for events and the contexts in which they occurred. *Example: first kiss, happiest birthday*
- **Semantic** – Generic (general), categorical memories. *Example: the meaning of words and concepts*

2. **Procedural Memory**

The way you remember how things get done, physically

- **Knowledge compilation** – the ability to carry out longer sequences of activity without conscious intervention, as a result of practise.
 - *Example: dialling a phone number, typing on a keyboard*

Memory Processes

1. **Encoding** – a mental representation is formed in memory
2. **Storage** – the retention of encoded material overtime
3. **Retrieval** – The recovery of stored information from memory

Less permanent use of memory

1. **Sensory memory**

- **Iconic Memory** – memory system in the visual domain that allows large amounts of information to be stored for very brief durations. A visual memory/icon lasts about half a second.
 - *Example: you are looking at a picture and the lights suddenly turn off, you still see the picture and it fades away slowly*
- **Eidetic Memory** – ability to recall the details of a picture, for a longer period of time than iconic memory as if they were still looking at the photograph.

2. **Short-term memory (STM)**

Memory processes associated with preservation of recent experiences and with retrieval of information from long term memory

- Mechanisms to extend the limitations of one's short term memory span;
 - **Maintenance Rehearsal** – the repetition of information in a cycle in your head
 - **Chunking** – The process of taking single items of information and recoding them on the basis of similarity or other organising principles
 - *Example of Chunking:*
B-D-O-P-G

A-N-Z-A-C

They are both 5 letter words, however, the ANZAC combination is easier to remember as it is encoded on the organising principle of acronyms

3. **Working memory**

The memory resource that you use to accomplish tasks such as reasoning and language comprehension

- Alan Baddeley – three components of working memory

1. **A Phonological Loop** – manipulates speech-based information. *Example: when you rehearse a telephone number by running it through your head*
2. **A Visuospatial Sketchpad** – spatial and visual information, same as **Phonological Loop**. *Example: someone asks how many desks there are in a room, you form a mental picture and count the amount of desks*
3. **The Central Executive** – controls attention and coordinating information from the **Phonological Loop** and the **Visuospatial Sketchpad**. Is used when a combination of mental processes is required for the task.

Long-Term Memory (LTM)

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