Chapter 6: Memory

“I think I accidentally repressed my good memories.”
Memory - observations that are stored in a form that can be retrieved for later

Mental representation - mental model of a stimulus

Sensory representation - information that is stored in a sensory mode

Verbal representations - information stored in words

Primary memory - immediate memory for information held in consciousness.

Sensory registers - memory systems holding information for a period of time

Iconic storage - visual sensory registration process, retaining an afterimage of a visual stimulus

Echoic storage - auditory sensory, retaining a brief auditory representation of a sound

STM - Short term memory, or working memory, is the memory for information that is consciously available for about 30 seconds.
Terms

Rehearsal - Process of repeating to retain information in memory
Maintenance rehearsal - The process of repeating information to have it momentarily in STM
Elaborative Rehearsal - aid to store information in long term. Thinking of the meaning behind the information to process in more depth
LTM - Long term memory, memory for facts images, thoughts, feelings, skills, experiences that may last a lifetime.
Retrieval - Bringing back information from LTM to STM
Serial position effect - phenomenon that people will more likely remember information that are first and last in a list, and forget the middle.
Declarative memory - memory for facts, events of generic and episodic memory.
Procedural memory - knowledge of skills
William James - proposed a distinction between primary and secondary memory in 1890. Suggest that our secondary memory holds the vast majority of information.

Hermann Ebbinghaus - First to note the 7 item limit to STM
Memory, Chapter 6: Summary

- Memory and Information Processing
  - Mental Representations
    - Sensory Representations
    - Verbal Representations
  - Information Processing
    - Sensory Registers
    - Short-Term Memory
    - Long-Term Memory

- Working Memory
  - Chunking

- Varieties of Long Memory
  - Declarative and procedural memory
    - explicit and implicit memory

- Encoding and Organization Of Long Term Memory
  - Encoding
    - levels of processing
    - Spacing Effects
  - Mnemonic Devices
    - Method of Loci
    - SQ3R Method

- Networks of Association
  - Clusters of interconnected information
  - Spreading Activation Theory
  - Hierarchical Organization of Information

- Schemas
  - Schemas and Encoding
  - Schemas and Retrieval

- Remembering, Misremembering, and Forgetting
  - How long/accurate is long term memory
    - Flashbulb memories
    - Eye witness testimony
  - Why do people forget?
    - Decay theory
    - Interference theory
    - Motivated forgetting