

Memory



CHAPTER 10

Memory is a Process



- Memory is the input, storage and retrieval of info
- Encoding—transforming information so the nervous system can interpret it
- Storage is the maintenance of information over time
- Retrieval is bringing memories out of storage.

Stages of Memory



- **Sensory—**instantaneous, decide whether to pay attention or not
 - Prevents being overwhelmed
 - Unimportant items vanish from attention
 - Allows for continuity and maintenance of attention
- **Short-term Memory—**items in conscious mind, not a lot of attention needed
 - Maintenance rehearsal
 - Chunking
 - Primacy-recency
 - Working Memory

Stages of Memory



- Long-term memory—storage of info over long periods
 - Tulving
 - ✦ Semantic—language
 - ✦ Episodic—own life
 - Squire
 - ✦ Declarative—conscious recollection
 - ✦ Procedural—skills

Working Memory



- **Consciousness**
 - New items are rehearsed, contemplated etc. here
 - Old items are brought from memory to be dealt with, discussed etc.
 - More time spent here increases likeliness of info making it to LTM and staying in LTM

Memory Process



Sensory Memory



Short-Term Memory



Working Memory



Long-Term Memory



Memory and the Brain



- Physiological changes take place during storage
- Some say it's just chemical
- Cerebral Cortex—storage of STM and LTM
- Thalamus—processing sensory info
- Hippocampus—transferring info from STM to LTM
- Amygdala—connects new information to old information.