Memory: encoding, storage and retrieval

- Intro Psychology, week 6
- Sample deck written by Exam Twin. Not from a real class.

The three-stage model

- Sensory memory holds input for under a second (iconic) to a few seconds (echoic)
- Short-term memory holds about 7 plus or minus 2 items for around 20 seconds without rehearsal
- Long-term memory has a very large capacity and can last a lifetime

Working memory

- The central executive directs attention
- The phonological loop holds sounds and words
- The visuospatial sketchpad holds images and locations

Encoding

- Deeper, meaningful processing leads to better recall (levels of processing)
- Chunking groups items so more fit into short-term memory
- The spacing effect: spreading study over several days beats cramming

Kinds of long-term memory

- Explicit (declarative) memory: episodic (events) and semantic (facts)
- Implicit (nondeclarative) memory: procedural skills and priming
- The hippocampus is key for forming new explicit memories

Retrieval

- Recall is harder than recognition
- Serial position effect: the first items (primacy) and last items (recency) are remembered best
- Context-dependent memory: recall is better in the same setting where you learned

Forgetting

- Forgetting curve: most forgetting happens soon after learning
- Proactive interference: old learning disrupts new. Retroactive interference: new learning disrupts old
- The testing effect: practicing retrieval strengthens memory more than rereading

ON THE EXAM

Exam focus

- Know the difference between proactive and retroactive interference
- Be ready to apply the serial position effect to an example