

Type of Memory

1. Sensory memory

Retains all visual/auditory signals received for only a **FEW seconds**.

Only **selected images** and sounds are encoded into STM

2. Short-term memory (STM)

Limited capacity (5-9 item memory span)

Only retain information for a **short time** then information will be

1. Displaced (new information replacing old)
2. Decay (breakdown of memories).
3. **Encoded** into LTM

Improving Capacity of STM

1. Rehearsal

Repeating information over time can help to extend the time information remains in the STM.

2. Chunking

Grouping related information thereby reducing the number of items the brain needs to recall at any one time.

3. Long Term Memory (LTM)

Unlimited capacity

Holds information for a **long period of time**.

Contextual Cues

Assist retrieval of information from LTM

Pieces of information that relate to the **time/place** that the original memory was **encoded**.

Forming Memories

1. Encoding

Converting information to a form that the brain can process and store.

1. Sensory to STM
2. STM to LTM

1. Rehearsal

Repeating information over and over.

Shallow form; may not lead to long term retention.

2. Organisation- grouping related information into categories.

3. Elaboration

Adding information, e.g. adding a diagram to a definition.

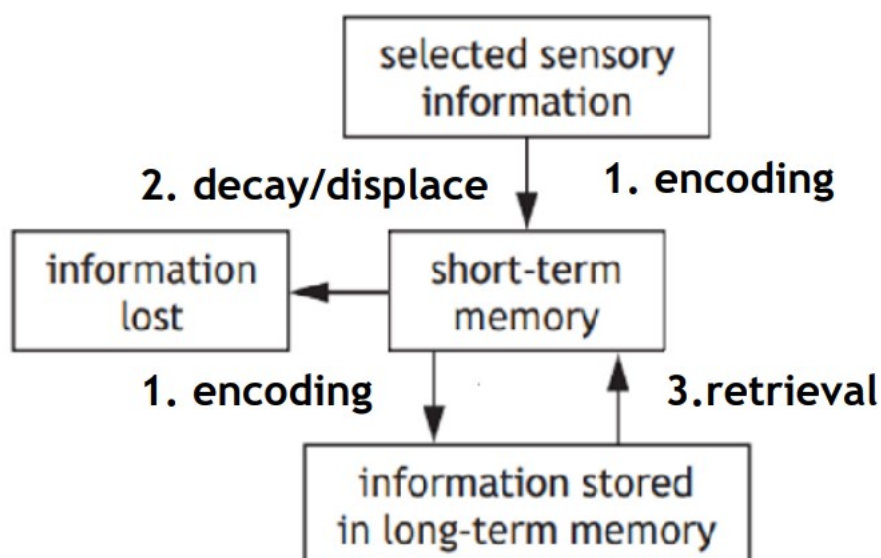
Deeper form ; may lead to improved information retention

2. Storage

Retention of information over a period of time.

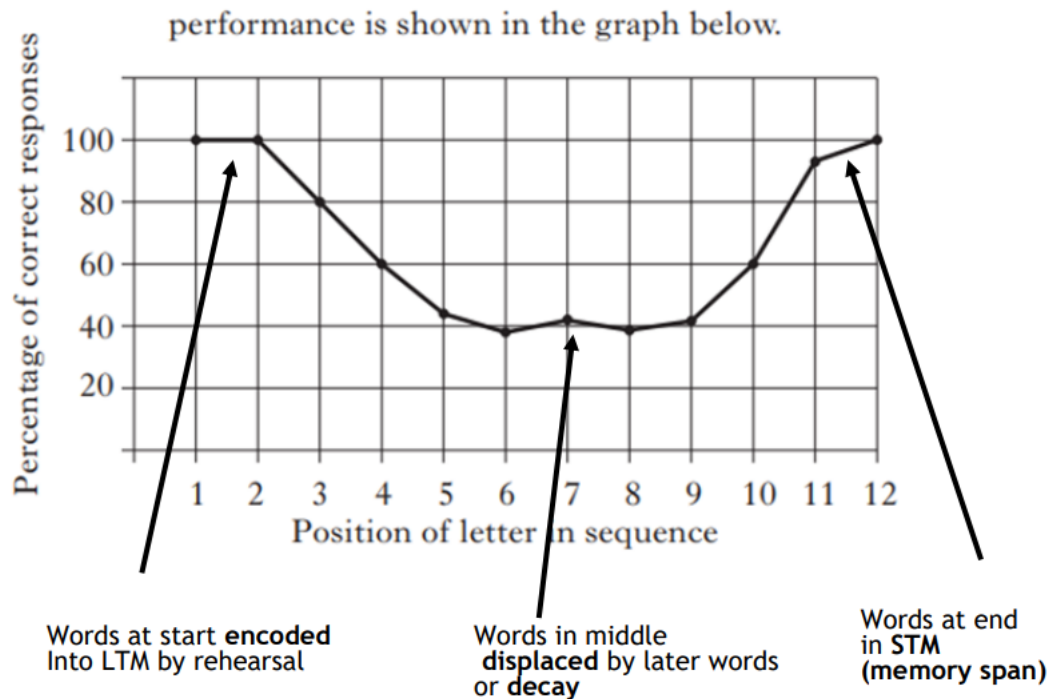
3. Retrieval-

Recovery of stored material from LTM which is aided by contextual cues.



Working Memory & Serial position Effect

This describes the fact that we are more likely to recall items at the start and end of a list from our STM.



Working memory

The STM is now thought to be able to process data, to a limited extent as well as store it.

Working memory allows our STM to carry out simple cognitive tasks.