Psychology 101
Memory

Our ability to recall...
  ...our _____________________
  ...who won the Superbowl
  ...how to ride a bike
  ...what we just read in our _____________________ book
  ...past events

What is a memory?
Memory
  persistence of _____________________over time via the storage and retrieval of information
What must happen for something to be remembered?

Stages of Human Memory
3 steps to a memory

________ Getting information into the brain
Storage _________________that information
Retrieval
  Getting the information back later

Are all memories the same?
Do we have different memories?
What about different memory systems?

Atkinson Shiffrin Model

Different types of memory
  _________________Memory
    Iconic (visual) and echoic (sound) memory
    Lasts 2 seconds or so
  _________________memory
    Also known as working memory
    Lasts for seconds to minutes
Long term memory
  Lasts for long periods and possibly _____________________

How do we encode information?
  _________________:
    Process where things are, the sequence of events, how many times something happens
  _________________:
Rehearsal
Spacing effect
It is better to rehearse over a period of time rather than all at once

**What patterns do you notice?**
Serial position effect
We tend to recognize the ____________________________items most easily
Primacy (first items) effect
Recency (last items) effect

**What do we encode?**
Visual memories?
__________________________images
Mnemonic devices
Kings Play Chess On Fat Guys Stomachs
Kingdom Phylum Class Order Family Genus Species

**How do we organize information visually?**
__________________________
Based on how you arrange these combinations, you can remember it more easily

**Other Types of Memories**
__________________________memories?
Semantic (meaning) memories?
Which is easier to remember?
Memories with __________________________are easier to remember

**Storage**
Neural connections __________________________when a memory is stored
__________________________disrupts recent memories but leaves older memories intact

**Retrieval**
__________________________
Multiple choice tests
Recall
Short answer

**Is recognition easier?**
When shown pictures of former classmates, people correctly __________________________
90% of the pictures
People couldn’t __________________________most of their names though

**Retrieval Cues**
__________________________
Rabbit
More likely to say “hare” other than “hair” after primed with “rabbit”
Effects
Cues surrounding the learning can help to cause recall or recognition of the memory.
Taking a test in the same room the info was taught compared to taking a test in a different
room from where the info was taught.
Which group will do better?

Mood and Memories
Moods become ________________________ cues
State-dependent memory
When something is learned by someone in one state, they are more likely to remember it
when they go back to that state.
Drunk people may forget where they put something until they are
____________________ again.

Forgetting
Encoding ______________________
    Remember change blindness
____________________ Decay
    “Use it or lose it”
Retrieval Failure
    Interference when the memory is attempted to be used

Interference
____________________
    Earlier learning interferes with later learning
____________________
    Later learning interferes with recalling earlier learning

Spanish and French

Amnesia??
Anterograde
    Problems recalling ______________________________
Retrograde
    “soap opera amnesia”
    Problems recalling ______________________________

Extra Credit Assignment
Watch the movie memento
Starring Guy Pierce in 2000
How accurately does the movie portray amnesia?
You will need to research amnesia online a bit to find out
Diagnose the main character with the correct type of amnesia
1 page typed

False Memories
Easy to create
Beth Loftus: UC Irvine
Created memories of _____________________ at Disneyland

**Beth Loftus continued**
Car crash experiment
Two groups
Both saw a car accident on video (the same one)
Asked one group “How fast were the cars going when they _____________________ into each other?”
Asked the other group “How fast were the cars going when they _____________________ into each other?”
Group with “crashed” estimated ____________________ than the “bumped” group

**How to improve memory**
Tips for improving your memory
Study repeatedly to boost long term memory
Spend more time actively rehearsing
Make the material meaningful
Use mnemonic devices and imagery
Use retrieval cues if needed
Recall events quickly before you learn false information
Minimize interference (study before sleeping)