

OVERVIEW

WHAT IS MEMORY=P.L.O.T. AND HOW ARE MEMORIES MADE?

ENCODING

increase attention & intention

Brain based

- Hippocampus
- ACH & Serotonin
- Frontal Lobe
- Amygdala

Sensory system

- Iconic=Eidetic
- Echoic
- Haptic
- Decays in 20-30 secs

AKA Working memory →

STORAGE

create mnemonics associations

STM

Temporary files

- Visual retention
- Auditory imprint
- Tactile/Kinesthetic
- Shallow Processing *MAINTENANCE REPEAT, ROTE*
- 7+/-2 Chunk

LTM

hard drive

- Episodic aka Flashbulb
- Semantic
- Procedural
- Deeply processed *elaboratively w/ stories, questions, MAKING ASSOCIATIONS*

RETRIEVAL

find cues use external memory aides

Remember R success

- Explicit/Declarative
- Implicit/Non-declarative
- Mood/State-dependent
- Cues
- Context

Forget R failure

Either DIDN'T encode or IMPRINT DECAYED or DAMAGED

?????

- Interference
 - Proactive
 - Retroactive
- Amnesia
 - Ante-grade
 - Retro-grade
 - Psychogenic
- Serial Position
 - Primacy
 - Recency

Three Box Information Processing model

And Levels of processing model

Shallow memorize deep elaborative work with it

Controversial ISSUES

False vs true memories
Constructed memories
by children, eye witness
victims of crimes / disaster