

# Memory.

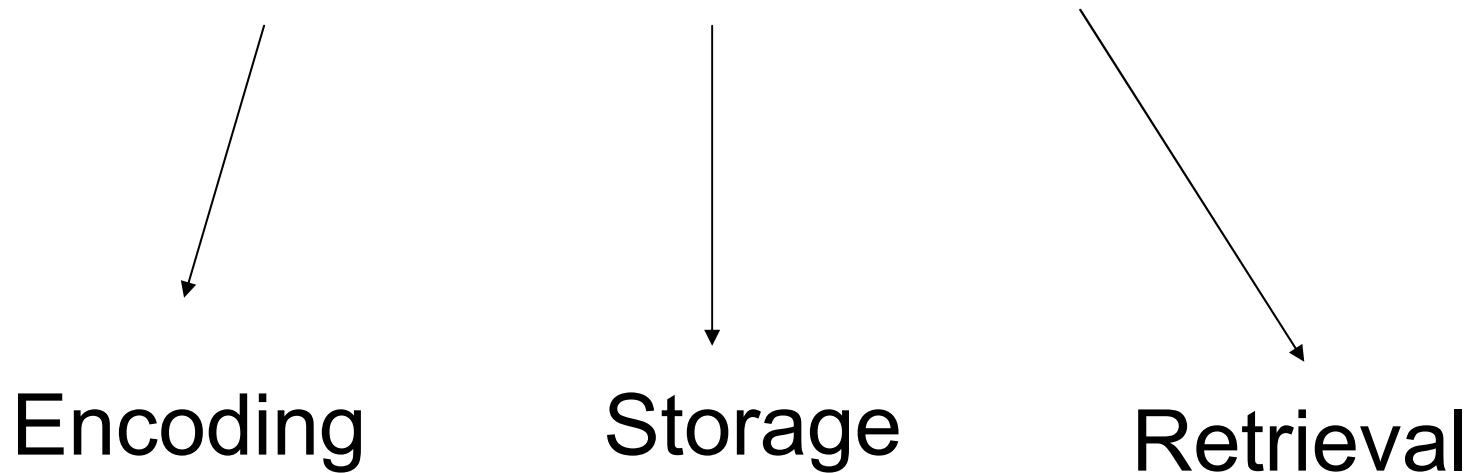


- ❖ Three processes of memory.
- ❖ Two types of memory.
- ❖ Coding-How is the information stored.
- ❖ Capacity-how much information can be stored.
- ❖ How long does memory last?
- ❖ Organisation of memory.
- ❖ Models of memory?
- ❖ Forgetting.



# There are 3 processes of memory.

❖ Psychologists use the term memory to refer to three processes.

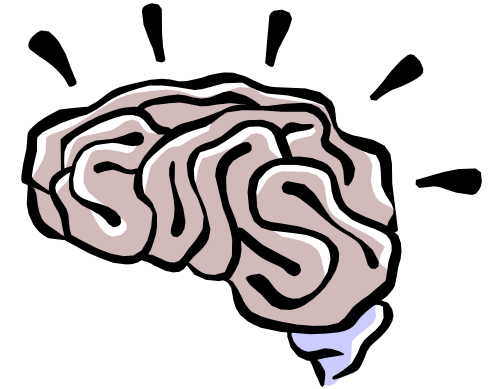


The 3 processes explained.



- ✓ **Encoding-** Sensory information that is encoded/changed so that we make sense of the information. E.G. Words that enter your ears are converted form sound waves.
- ✓ **Storage-** store information to you at a later time.
- ✓ **Retrieval-**ability to recover information from storage.

## 3 Different types of retrieval.

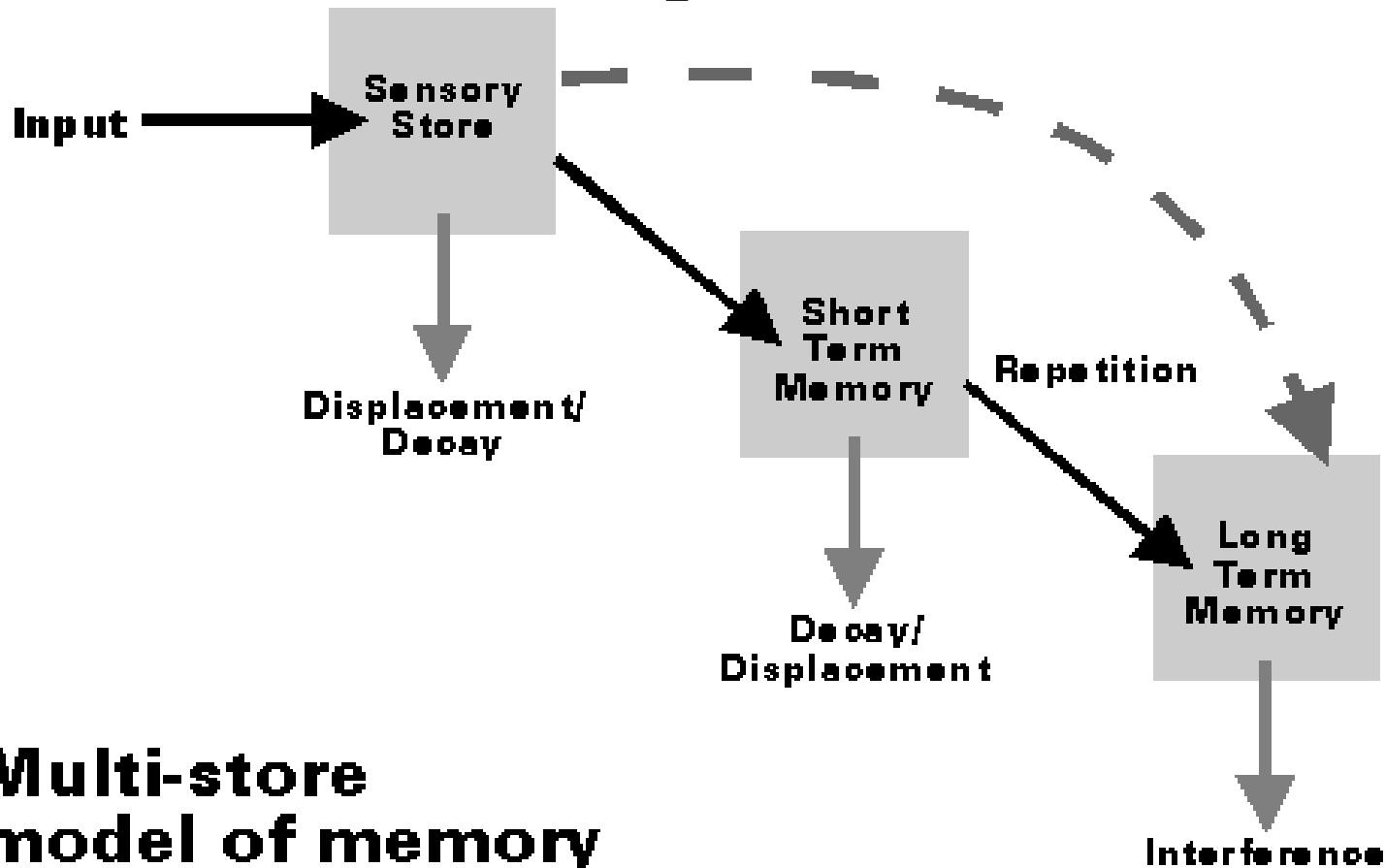


- **Recall**- when you retrieve information that is stored.
- **Recognition**- Which is when you know something is familiar.
- **Redintegration**- which where you reconstruct a memory using cues.

# Two different types of memory?

- Short Term Memory-(STM):
- Research has shown that short term differs from long term in four ways:
  - Coding-Acoustic.
  - Capacity-Magic no.7 (+/- 2)
  - Duration-30 seconds.
  - Organisation.-sequence.

# Model of memory- Atkinson & Shiffrin's two process model.



**Multi-store  
model of memory  
(after Atkinson & Shiffrin)**