

Chapter 7

MEMORY

Section 1: Three Kinds of Memory

Section 2: Three Processes of Memory

Section 3: Three Stages of Memory

Section 4: Forgetting and Memory Improvement

Question: What are the three kinds of memory?

THREE KINDS OF MEMORY

- Episodic memory – memory of a specific event that took place in the person's presence or through experience
- Semantic memory – general knowledge that people remember
- Implicit memory – a memory that consists of the skills and procedures one has learned

Question: What are the three processes of memory?

THREE PROCESSES OF MEMORY

- Encoding – the translation of information into a form in which it can be stored
- Storage – the second process of memory and is the maintenance of encoded information over a period of time
- Retrieval – third process of memory; consists of locating stored information and returning it to conscious thought

Question: How are the three stages of memory related to each other?

- Some images held in sensory memory are transferred to short-term memory.
- Information that is repeated in short-term memory can be transferred to long-term memory.

Question: In what ways can memory be improved?

IMPROVING MEMORY

- *Drill and Practice* – doing something over and over again (repetition)
- *Relating to Things One Already Knows* – elaborative rehearsal
- *Forming Unusual Associations* – making an unusual or humorous association with something else to help you recall the information

Question: In what ways can memory be improved?

IMPROVING MEMORY *(continued)*

- *Constructing Links* – constructing a meaningful link between items
- *Using Mnemonic Devices* – systems for remembering information

Question: What are similarities and differences among the three types of memory?

