

# Memory



The persistence of learning over time through the storage and retrieval of information.

*An event is such a little piece of time and space, leaving only a mindglow behind like the tail of a shooting star. For a lack of a better word, we call that scintillation memory. Diane Ackerman, An Alchemy of Mind, 2004*

In the margins of your notes....

- Name the seven dwarves....



# Was it easy or hard?



- It depends on several things....
- Do you like Disney movies?
- When was the last time you have seen the movie?
- Are people around you being loud pain in the butts so you cannot concentrate?

Turn your paper over.

Now pick pick out the seven  
dwarves.

Grouchy	Gabby	Fearful	
Sleepy	Smiley	Jumpy	Hopeful
Shy	Droopy	Dopey	Sniffy
Wishful	Puffy	Dumpy	Sneezy
Pop	Grumpy	Bashful	Cheerful
Teach	Snorty	Nifty	Happy
Doc	Wheezy	Stubby	Poopy

# Seven Dwarves



Did you do better on the first or second dwarf memory exercise?

Sleepy, Dopey, Grumpy, Sneezy, Happy, Doc and Bashful

# Recall Versus Recognition

## Recall

- you must retrieve the information from your memory
- fill-in-the blank or essay tests



## Recognition

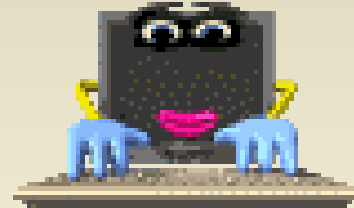
- you must identify the target from possible targets
- multiple-choice tests



# The Memory Process

## Information Processing Approach:

1. **Encoding:** The processing of information into the memory system.
2. **Storage:** The retention of encoded material over time.
3. **Retrieval:** The process of getting the information out of memory storage.



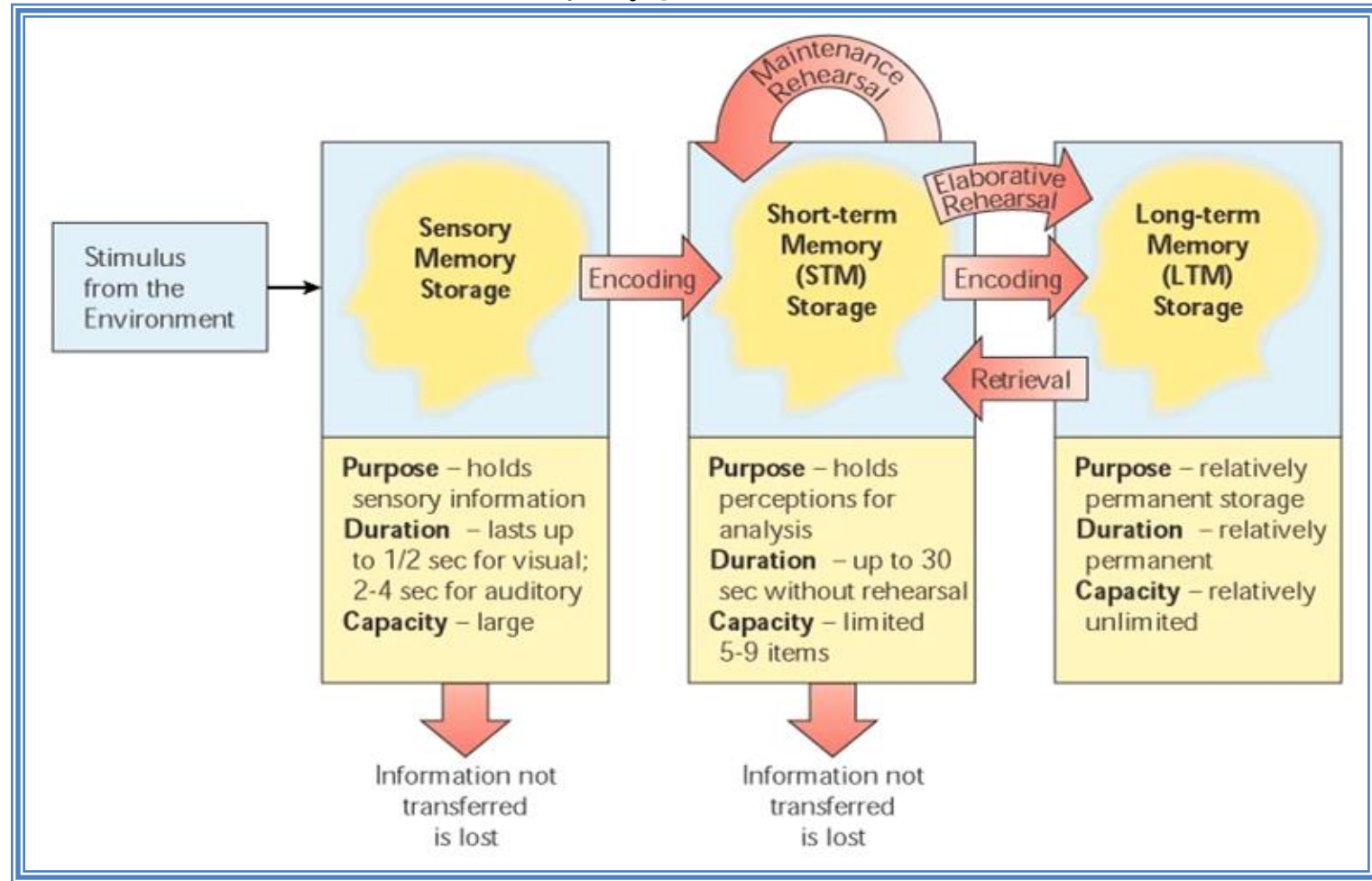


# The Nature of Memory— Description of Three Memory Models (Continued)

2. Traditional Three-Stage Memory Model: memory requires three different storage boxes to hold and process information for various lengths of time.



# Diagram of Three-Stage Memory Model



# Description of Three Stage Memory Model



- **Sensory Memory:** briefly preserves a relatively exact replica of sensory information.
  - Sensory memory has a large capacity but information only lasts a few seconds.
  - Selected information is sent on to **short-term memory**.
  - **Iconic and echoic memory**