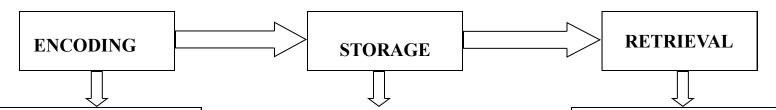
MEMORY



Controlled by attention

Types:

Acoustic

Visual

Semantic

Affected by:

Chunking

Self-reference effect

Elaboration

Rehearsal

Spacing

Hierarchies

Next-in-line effect

Serial position effect

Primacy effect

Recency effect

Mnemonic devices

Peg-words

Method of loci

Alliteration

Music

Information-processing theory Sensory \Longrightarrow STM \Longrightarrow LTM

Sensory memory (Sperling)

Iconic

Echoic

STM

7 +/- 2 chunks

LTM

Explicit (declarative)

Semantic memory (facts)

Episodic memory (incidents)

Flashbulb memory

(emotional incidents)

Prospective memory (remember to do something in the future)

BIOLOGICAL FACTORS

Lashley's research

Hippocampus

Amygdala

Long-term potentiation

Cerebellum

Stress hormones

Aids (retrieval cues):

Context

State-dependent

Mood-congruent

Priming

Recognition vs. recall

Retrieval failure:

Forgetting curve

(Ebbinghaus)

Tip-of-the-tongue

Reconstructive memory

(Elizabeth Loftus)

*Misinformation effect

*Source amnesia

*Rosy retrospection

Interference

Proactive

Retroactive

Amnesia

Anterograde

Retrograde

Repression