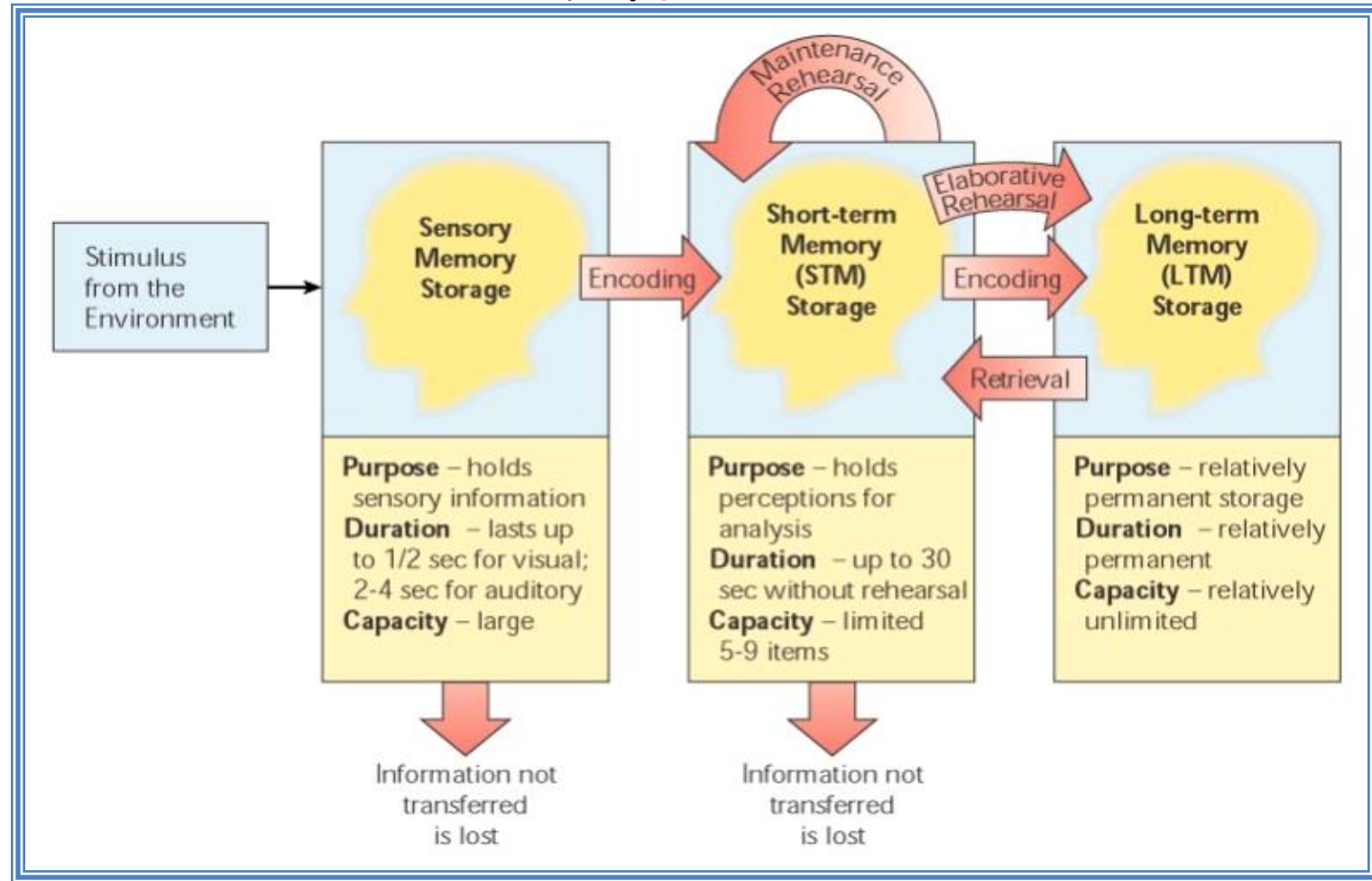


The Nature of Memory— Description of Three Memory Models (Continued)

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 (.5 sec.) and auditory (.25-.5 sec.) memory
 - A weaker "echoic memory" (up to 4 sec.)

As a critical thinker, answer the following questions in your notebook:

- What do you think would happen if we did not possess iconic or echoic memory?
- What if visual or auditory sensations lingered not for seconds but for minutes.

Short Term Memory



- The stuff we encode from the sensory goes to STM.
- Events are encoded visually, acoustically or semantically.
- Holds about 7 (plus or minus 2) items for about 20 seconds.
- Stored just for an instant, and most gets unprocessed.
- We recall digits better than letters.

Question: What would happen if we only had short-term memory?



Ways to remember things in STM...so they go to LTM

Method of Loci - (from Ancient Greeks) Visualize objects on a familiar path to recall info on a list. *(We will try this out in class.)*



- **Chunking** - Organizing items into familiar, manageable units.
1-4-9-2-1-7-7-6-1-8-1-2-1-9-4-1

- **Mnemonic devices** - memory trick/strategy to make things easier to remember.

Acrostic - a phrase that uses the first letter of a word as a cue to remembering it. "Please excuse my dear Aunt Sally."
What is "Every good boy does fine" for?

- **Rehearsal** - conscious repetition of information to maintain info in STM or encode into long-term memory.
 - Maintenance rehearsal - repetition that keeps info in STM for several seconds.
 - Elaborative rehearsal - repetition that creates associations between new memory and existing memories stored in LTM. (semantic)