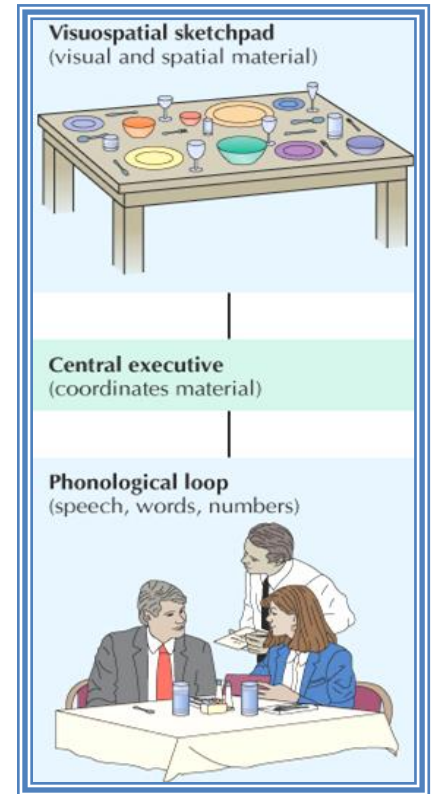
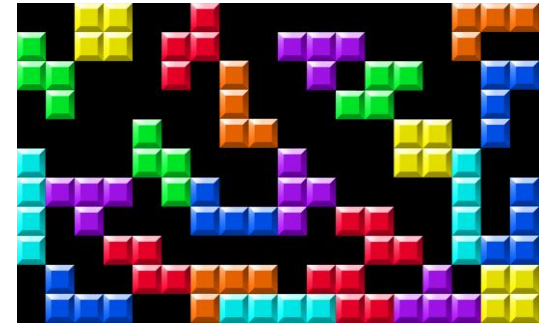


- There are three parts of working memory:
- *visuospatial sketchpad*  
responsible for storing and processing information in visual or spatial form
- *Phonological loop*  
temporary store of verbal and auditory information
- *Central Executive*  
focuses and coordinates attention between the 2 systems; connects WM to LTM.



# Problems with the models

## Information Processing Model (Mind as computer):

1. Computers have limited storage, healthy human brains do not.
2. Computers use serial processing (step-by-step method.) Human memory can engage in parallel processing, involving several things at once.

## 3-Stage Memory Model

1. Some information skips the first two stages and enters long-term memory automatically.
2. Since we cannot focus on all the sensory information in the environment, we select information (through *attention*) that is important to us.

# World Memory Championship

- There is a World Memory Championship
- Gold, silver and bronze given to adults and juniors in each of the 10 categories.
- Events include random digits in one hour, separate packs of cards in under 1 hour, 1 pack in under 40 seconds



# Method of Loci with *linking method* modification



# Long Term Memory

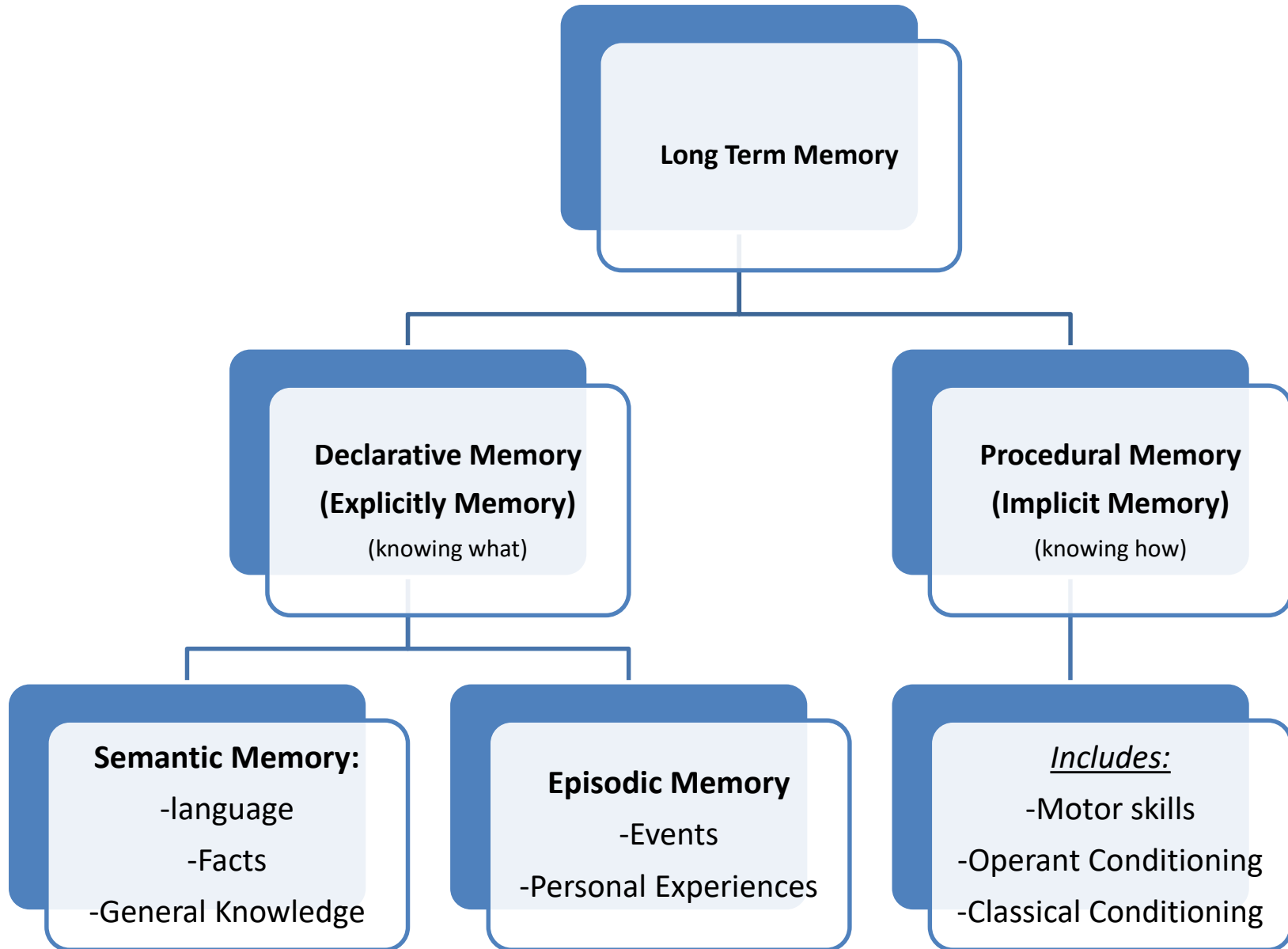


- Long term memory is essentially all of your knowledge of yourself and the world around you.
- Unless an injury or illness occurs, this memory is limitless.



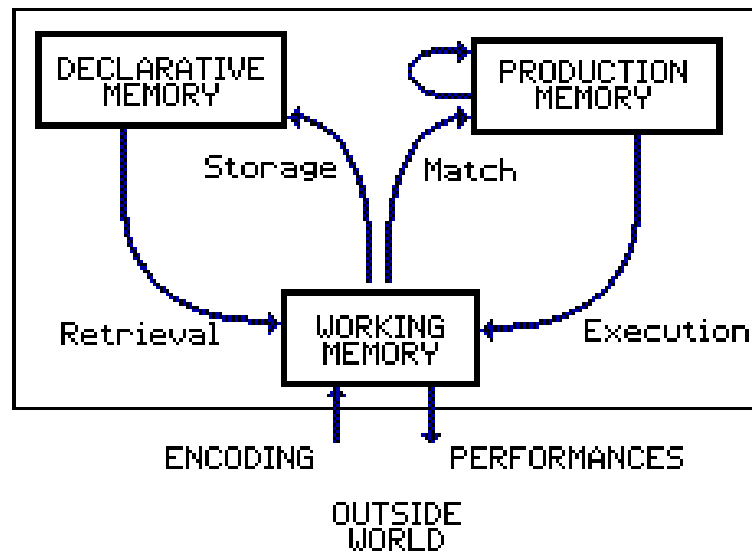
Bob woke up with a splitting headache and no idea where he had been. Fortunately, the tattoos would jar his memory.

# Structure and Function of LTM



# Long Term memory

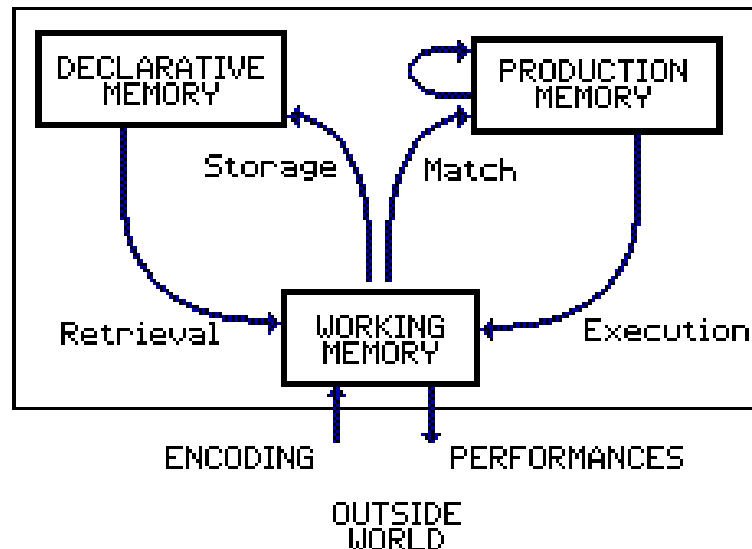
- *Procedural memory (implicit)* is the part of long-term memory where we store memories of how things are done.





# Long Term memory

- *Declarative memory (explicit)* is the part of long-term memory where we store specific information such as facts and events.
  - More often than procedural memory, declarative memory requires some conscious mental effort.



# Declarative (Explicit) Memories

- Episodic Memories - This is the portion of memory that stores personal events or "episodes."
  - This is the storage of things like time and place.
- Semantic Memories - This portion of memory stores general knowledge, facts and language meaning.
  - This is specifically where all the information you "know" is stored.



# *Studies: implicit vs. explicit*

- People with amnesia who read a story once, will read it faster a second time, showing implicit memory.
  - There is no explicit memory though as they cannot recall having seen the text before
- People with Alzheimer's who are repeatedly shown the word *perfume* will not recall having seen it.
  - If asked the first word that comes to mind in response to the letters *per*, they say perfume readily displaying learning.