POP QUIZ
NAME THE SEVEN DWARFS
POP QUIZ

Level of difficulty depends on several things....such as:

• Do you like Disney movies?
• When was the last time you have seen the movie?
POP QUIZ

Now pick them out from this list...

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

Sleepy, Dopey, Grumpy, Sneezy, Happy, Doc and Bashful
DRAW A PENNY IN THE TOP RIGHT OF YOUR PAPER
WHICH PENNY DOES YOURS LOOK LIKE?
ANSWER: A
COGNITION

All of the mental activities associated with thinking, knowing, and remembering information
MEMORY

- Your capacity to register, store, and recover information over time, or more simply, the persistence of learning over time.

- We use different “models” to explain memory.
MEMORY

INFORMATION PROCESSING MODEL
Compares our memory to a computer.
Three-step process on how memory works

ENCODING
The processing of information into the memory system

STORAGE
The retention of encoded material over time

RETRIEVAL
The process of getting the information out of memory storage
ENCODING

SPACING EFFECT
We encode better when we study or practice over time
TRANSLATION: DO NOT CRAM!

METHODS OF ENCODING
VISUAL ENCODING
The encoding of picture images
ACOUSTIC ENCODING
The encoding of sound, especially the sounds of words
SEMANTIC ENCODING
The encoding of meaning
ENCODEING
The processing of information into the memory system. (What you do to learn something)

Typing info into a computer

Getting a girls name at a party
STORAGE

The retention of encoded material over time

Pressing Ctrl S and saving the info.

Trying to remember her name when you leave the party.
RETRIEVAL

The process of getting the information out of memory storage

Finding your document and opening it up.

Seeing her the next day and calling her the wrong name (retrieval failure).
MEMORY

THREE-STAGE MODEL
Developed by Atkinson and Shiffrin. Three-stage model of memory, describes three different memory systems characterized by time frames...

STAGE 1: SENSORY MEMORY
• Brief representation of a stimulus while being processed in the sensory system

STAGE 2: SHORT-TERM MEMORY
• (STM) is working memory
• Limited capacity (7 items)
• Duration is about 30 seconds

STAGE 3: LONG-TERM MEMORY
• (LTM) is large capacity and long duration
MEMORY

• The material we encode from the sensory memory goes to STM
• Holds about 7 (plus or minus 2) items for about 20 seconds
• We recall digits better than letters
ENCODING
The processing of information into the memory system
ENCODING

AUTOMATIC PROCESSING
Information processed without much conscious effort. Usually, they are items related to...
- SPACE – visualizing a location
- TIME – Retracing steps if necessary
- FREQUENCY – Keeping track of repeated events

EFFORTFUL PROCESSING
Information processed ONLY through attention and conscious effort – like schoolwork.

We boost our memories through rehearsal, or conscious repetition
HERMANN EBBINGHAUS
• We boost our memories through rehearsal, or conscious repetition
• The amount learned depends on the time spent rehearsing

SPACING EFFECT
DO NOT CRAM!
ENCODING

CHUNKING
Organizing items into familiar, manageable units
ENCODING

MNEMONICS

• A trigger to aid memory, involving prompts such as visual imagery or sounds.

• Since imagery is at the heart of memory, mnemonic techniques use vivid imagery in aiding memory.

  1. Method of Loci
  2. Link Method
  3. Context Effects

World memory champion Andi Bell
ENCODING

How information in long-term memory organized?

HIERARCHIES
Systems in which concepts are arranged from more general to more specific

SEMANTIC NETWORKS
More irregular and distorted systems with multiple links from one concept to another. (i.e. bird linked to flying..feathers..wings)

SCHEMAS
Are preexisting mental frameworks

CONNECTIONIST NETWORKS
Memory is stored throughout the brain through neurons
ENCODING

SERIAL POSITION EFFECT
First or last items on a list best remembered

PRIMACY EFFECT
Remembering items at beginning of list better than middle

RECENCY EFFECT
Remembering items at the end of list better than middle
NAME ALL THE PRESIDENTS IN ORDER...
TAKE OUT A PIECE OF PAPER.....

• I will show you a series of slides with an increasing amount of numbers on each slide
• I will show each slide for 8 seconds
• When the slide is switched you may try and write down as many of the numbers as you can
9754
1 5 2 8 4 6 7 3 1 8 4
MEMORY

FLASHBULB MEMORIES
Clear moments of an emotionally significant moment or event