

- Organization in Long Term Memory
 - Associative Networks – Linking together memories with past experience
 - State Dependent Memories
 - Created in a certain state of mind or mood and are most easily retrieved when that state of mind is recreated
 - Context dependent memories
 - Created in a specific place and most easily retrieved in that or a similar place
- Effects on storage
 - Maintenance rehearsal/Chunking
 - Elaborative rehearsal – Effects on long term memory storage
 - Take incoming information and expand on it by thinking about it
 - More likely then to become a long term memory
 - Serial Position Effect
 - Have a greater ability to retrieve initial items of a list and the last items of a list
 - Recency Effect – Last items of a list
 - Primary Effect – First items of a list
 - Has to do with focus initially and refocusing at the end
- Retrieval
 - Act of bringing long term memories back to conscious thought
 - Methods for testing
 - Recall method – Retrieved based on limited or few clues
 - Writing an essay or doing completion
 - Recognition method – Ability to recognize a bit of information among options provided
 - Multiple Choice
 - Relearning – Used for things that you cannot recall or recognize
 - Tip of the Tongue Phenomenon
 - Retrieval Error
 - Almost remembering
 - Apply to information you *should* know
- Levels of Processing Model – Alternative Model
 - Only Identifies 2 stages of storage
 - Sensory
 - Permanent
- Theories of Forgetting
 - Decay Theory
 - As time passes, parts of memories begin to gradually fade away
 - Occurs because don't use memory
 - Interference Theory

- Forgetting occurs because similar memories interfere with storage or retrieval of information
 - Proactive (Forward acting interference)
 - New information is hard to remember because the old information interferes with it
 - Retroactive (Backward Acting)
 - New information interferes with remembering old information
 - Reconstruction Theory (Schema)
 - Information changes over time to become more consistent with knowledge or beliefs
 - Memory is distorted
 - False memory – Recalling something that may not have occurred at all; ultimate reconstructive error
 - Motivated forgetting theory
 - Based on idea that we forget upsetting or threatening information
 - Taking memories into subconscious
 - Repression (Freud)
 - Conscious mind pushes upsetting memories into subconscious
- Biological basis of memory
 - Neural structure of brain changes when memories are taken in
 - Synaptic theory of memory (Donald Hebe)
 - Physical Change takes place in nervous system when we learn
 - Engram – Partial memory trace in the brain that shows a physical change
 - Synaptic Facilitation – Idea that synapse changes with learning/memory and become more efficient at communicating
- Amnesia – Memory Loss
 - Disorders of memory
 - Anterograde – Memory loss following an injury or traumatic experience
 - A blow to the head, brain tumor, lack of oxygen, blood vessel damage, nutritional deficiencies
 - Retrograde Amnesia – Inability to remember information for a period of time prior to an injury or traumatic event
 - Often caused by highly stressful event, sometimes seizures
 - Korsikoff’s Syndrome
 - Individuals experience in anterograde and retrograde amnesia
 - Alcoholism and dietary deficiency
 - Infantile Amnesia
 - Everyone
 - Forgetting early memories
- Herman Ebbinghaus
 - Pioneer in memory research