



Effective Information Processing and Retention Strategies

[Topics to Discuss]

Memory Model

Sensory Memory

Attention

Encoding

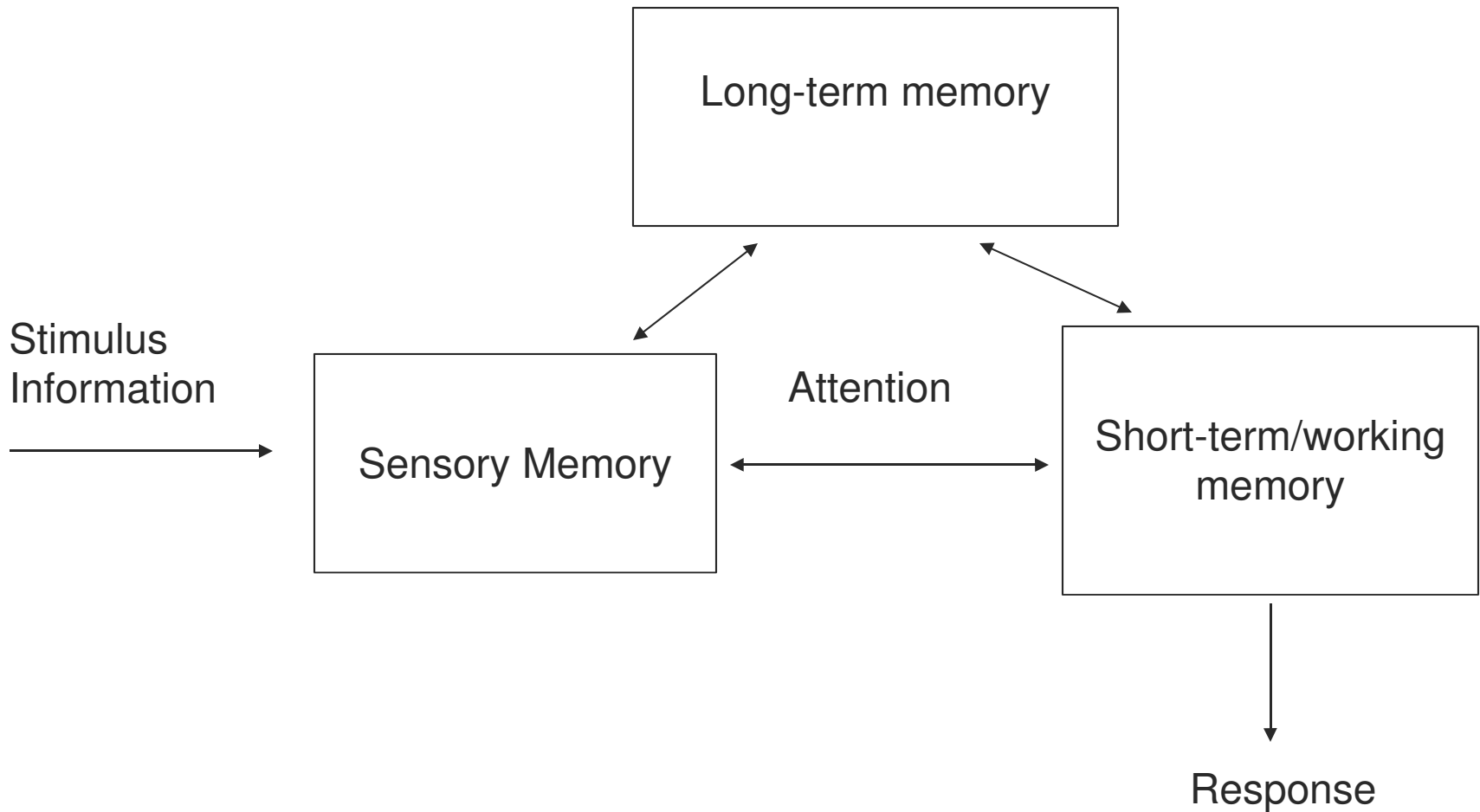
Storage

Mnemonics

Retrieval

Suggestions for students

[Information Processing]



[Sensory Memory]

Very detailed, but lasts only seconds
A register for every sensory modality
Attention is essential for moving
information into short-term memory

[Attention!]

“Psychology’s most elusive target” – U. Neisser

Studying while watching TV or listening to music interferes with the encoding of information

[Encoding Specificity]

The context of studying is important!

Try to study in an environment that is similar to the test-taking environment.

Rehearsal

Storage – Levels of Processing Approach

Deep processing = long-term retention

Elaborative rehearsal

Shallow processing = rapid forgetting

Maintenance rehearsal

Massed practice or cramming

Highlighting can be problematic

[Mnemonics]

Associations

Acronyms

OCEAN, HOMES, Roy G. Biv

Acrostics

On Old Olympia's Towering Tops A Finn
And German Viewed Some Hops

Imagery

Method of Loci

[Retrieval]

Even if memory is stored, it can be forgotten at test time

Self-quizzes are essential for practicing retrieval

Overlearning

[Suggestions for Students]

Attention:

If you are easily distracted by other students or noises from the hallway, sit in the front.

Find a quiet place to study. Do not listen to music or watch TV.

Studying for long periods of time can undermine attention. It is essential to arrange material into manageable chunks.

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Encoding:

We can encode in three ways – visual, auditory, semantic. Research has shown that semantic encoding is the most useful.

Self-reference effect

Mnemonics

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Retrieval

Practicing retrieval from long-term memory is essential. Self quizzes are an excellent means of retrieving this information.

Context is important! Make sure your studying environment is similar to your test-taking environment.

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Don't mistake ease and familiarity with
knowledge

Know what you know