Topics to Discuss

Memory Model
Sensory Memory
Attention
Encoding
Storage
Mnemonics
Retrieval
Suggestions for students
Information Processing

Stimulus Information

Sensory Memory

Attention

Long-term memory

Short-term/working memory

Response
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
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.
Encoding:
We can encode in three ways – visual, auditory, semantic. Research has shown that semantic encoding is the most useful.
Self-reference effect
Mnemonics
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.
Don’t mistake ease and familiarity with knowledge
Know what you know