

Memory
Encoding: Getting Information In

7 Dwarfs Activity

Memory is any indication that learning has lasted over time.

Automatic processing is the unconscious encoding of incidental information. It occurs with little or no effort, without our awareness, and without interfering with our thinking of other things. An example would be....?

Effortful processing is encoding that requires attention and conscious effort such as memorizing these notes for the AP Psychology exam.

After practice, effort processing becomes more automatic. For example, learning how to type, or learning a new language requires much effort at first but will eventually become effortless.

Dec 2-2:04 PM

Grouchy	Sneezy
Gabby	Lazy
Fearful	Pop
Sleepy	Grumpy
Smiley	Bashful
Jumpy	Cheerful
Hopeful	Teach
Shy	Shorty
Droopy	Nifty
Dopey	Happy
Sniffy	Doc
Wishful	Wheezy
Puffy	Stubby
Dumpy	

Dec 13-9:12 AM

The following notes suggest why we remember certain things more than others:

- Next-in-line effect**: when people go around circle saying names/words, poorest memories are first name/word person before them said.
- Information received before sleep is hardly ever remembered as consciousness fades before processing is able to take place.
- We retain information better when rehearsal is distributed over time, a phenomenon called the **spacing effect**. Remember, spaced study beats cramming!!!
- When given a list of items and ask to recall them, people often demonstrate the **serial position effect** or the tendency to recall best the last and first items in a list.
- **Flashbulb memory**: memory of surprising or significant events. We all remember where we were on Sept. 11/01

Page 6 TG

Dec 2-2:11 PM

What we encode page 8 Handout 9-3

Memory can be boosted through **rehearsal**, the conscious repetition of information, either to maintain it in consciousness or to encode it for storage.

The amount remembered is directly proportional to the time spent learning (studying).

Rehearsal will not encode all information equally well because we process information in 3 ways:

1. **Semantic encoding**: encoding of meaning, including the meaning of words.
2. **Acoustic encoding**: encoding of sound, especially the sound of words.
3. **Visual encoding**: encoding of picture images.

Fergus Craik and Endel Tulving flashed a word to people, asking question that required processing either visually, acoustically, or semantically; **semantic encoding was found to yield much better memory.**

Dec 2-2:12 PM

Semantic Encoding of Pictures page 10

Dec 2-2:23 PM

Some aids that may help to improve memory:

- Imagery**: otherwise known as mental pictures. These are a powerful aid to effortful processing, especially when combined with semantic encoding. For example, we can easily picture where we were yesterday, where we sat, and what we wore.
- Mnemonic devices**: these are memory aids that use vivid imagery and organizational devices. Examples include "method of loci" and the "peg-word" system (see page 277 in the 5th or page 330 in modules).
- Chunking**: organizing items into familiar, manageable units; often occurs automatically. For example, we will "chunk" a telephone number into groups of 3 and 4 numbers respectively; 834-1031 is easier to remember than 8341031. Also, remembering the colors of the rainbow is easier when you use the acronym "ROY G. BIV".
- Hierarchies**: concept maps, notes in outline format

Ultimately, we are able to remember information best when we organize it into personal meaningful arrangements.

Dec 2-2:13 PM