

### Stages of Memory

ENCODING----->

STORAGE----->

RETRIEVAL

there are three important aspects of information processing

### Memory Storage

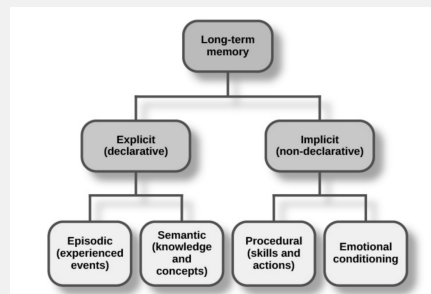
Short Term Memory (STM)

Three aspects of STM:

1. limited capacity (7 items can be stored at a time).
2. limited duration (storage is very fragile and information can be lost with distraction or time)
3. encoding (primarily acoustic, even translating visual into sounds)

*The nature of memory stores is where the information is stored, the duration of the memory, volume of information that can be stored, and the kind of information that is held*

### Long-Term Memory



*Long-term memory capacity could be unlimited, the main obstacle to recall is accessibility rather than availability.*

*Duration might be a few minutes or a lifetime. Encoding modes are meaningful and visual but can be acoustic also.*

### Memory Encoding

Three main ways in which information can be encoded

1. Visual
2. Acoustic
3. Semantic

*When information comes into our memory system, it needs to be changed into a form that the brain can cope with so that it can be stored properly.*

### Memory Retrieval

STM is stored and retrieved sequentially.

LTM is stored and retrieved by association.

Organizing information can help aid retrieval. You can organize information in sequences using alphabetical order, time or size.

*This refers to getting information out of storage. If we can't remember something, it may be because we are unable to retrieve it. The differences between STM and LTM become very clear when we try to retrieve it.*



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