

What is memory:

Memory: The ability to store and retrieve information over time.

Encoding: The process of transferring what we perceive, think or feel into an enduring memory

Storage: The process of maintaining information in memory over time.

Retrieval: The process of bringing information that has been previously encoded and stored.

Semantic encoding:

Semantic encoding: Is the process of relating new information in a meaningful way to knowledge that is already stores.

Semantic judgements: Required the participants to think about the meaning of the words.

Rhyme judgement: Required the participants to think about the sound of the words.

Case judgement: Required the participants to think about the appearance of the words.



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