

Sponge Activity

Guided Reading Activity 10-1

Taking In and Storing Information

For use with textbook pages 273-280

Directions: Filling in the Blanks Use your textbook to fill in the blanks using the words in the box.

acoustic codes	iconic	primacy-recency
capacity	learn	recall
chunk	long-term	semantic codes
echoic	molecular	working
encode	nerves	

- Memory
1. Encode
 2. Storage
 3. Retrieval

The Processes of Memory

In the memory process, you use your senses to 1 encode and establish a memory. You use 2 acoustic codes when you try to remember something by saying it out loud or to yourself, repeatedly. When you try to remember things by trying to make sense of them, you are using 3 semantic codes → Remember a face

visual codes - highlight notes

Treble Clef "FACE"

Basketball Plays

Three Stages of Memory (1) Sensory (2) Short-Term (3) Long-Term

4 Iconic memory holds visual information for about a quarter of a second or more. p. 275
 5 Echoic memory holds auditory information for 1 or 2 seconds. Short-term memory is limited not only in its duration, but in its 6 capacity as well. One trick for memorizing a lot of information quickly is to 7 chunk together the items as fast as they come in.

Lists on my hand.

Information worth holding onto must be rehearsed, with intent to 8 learn, to transfer it to 9 long-term memory. The 10 primacy-recency effect refers to the fact that we are better able to recall information presented at the beginning and end of a list. 11 Working memory includes both short-term memory and information recalled from long-term memory. When you say a friend has a good memory, you probably mean he or she can 12 recall a wide variety of information accurately.

Short-term Memory
 - about 20 sec.
 - about 7-8 pieces of info.

Memory and the Brain

Some psychologists theorize that a change in the neuronal structure of 13 nerves occurs during learning. Others contend that learning is based on 14 molecular or chemical changes in the brain.

Long-Term Memory
Semantic - language and its words, rules, meanings
Declarative - called forth consciously
Episodic - life, time, occurrence
Procedural - learned skills
nerves

Frontal Lobe - Short + Long Term Memory
Limbic System - Emotions, Long Term Memory
Thalamus - Processing Center

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