

Psychology Notes – Memory (Sample Notes)

Handwritten notes for Memory topic (Information Processing Approach).

(MEMORY)

1) Memory refers to retaining and recalling information over a period of time.

2) Memory conceptualization into 3 important things which are independent and interrelated.

(Encoding - Storage - Retrieval)

1) Encoding - Information Recorded and Registered

↳ In encoding - incoming information is received and some meaning is derived

2) Storage - Refers to the processes through which information is retained and held over a period of time.

3) Retrieval - Refers to bringing the stored information to her/his awareness so that it can be used for performing various cognitive tasks. (such as problem solving)

(INFORMATION PROCESSING: APPROACH THE STAGES)

Memory is the capacity to store all information acquired through learning and experience.

Human being too registered information depending upon store and manipulate the stored information depending on the task that need to perform.

1st memory model = Atkinson + Shiffrin 1968

(Information processing approach - the stages model)

Sensory = Icons (sight) → STM → Elaborative
Icons (sound) → Duration less Rehearsal → LTN
↳ Storage capacity > large. than 30 seconds ↳ Lifetime
Duration - less than 1 second.