

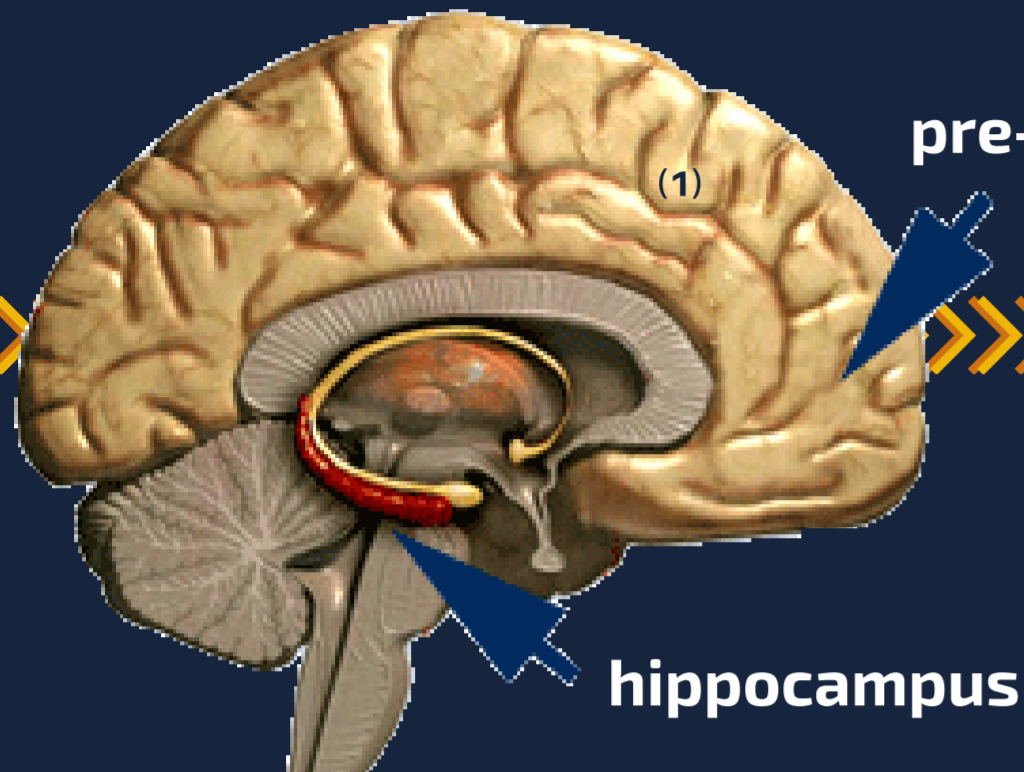
MEMORY & THE BRAIN

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Memory allow us to  1  recall previously learned facts,

 2  learn & adapt from experiences

 3  build relationships.⁽⁶⁾



THE MEMORY PROCESS

Encode → Store → Retrieve⁽³⁾

Encoding is transferring information into memory.⁽³⁾



Here's how it works!

1) Perception through the senses.⁽²⁾



2) Increased neuronic activity.⁽²⁾



3) Hippocampus and pre-frontal cortex analyse input.⁽²⁾

4) Decision made whether to commit to long term.⁽²⁾



Storage is where information is kept and maintained.⁽³⁾



1 SENSORY MEMORY

stores incoming sensory information in detail but only for an instant. It's capacity is very large, but the information in it is unprocessed.⁽³⁾

2 SHORT-TERM MEMORY

receives the information that transfers from the sensory memory. It can hold information for approximately twenty seconds.⁽³⁾

3 LONG-TERM MEMORY

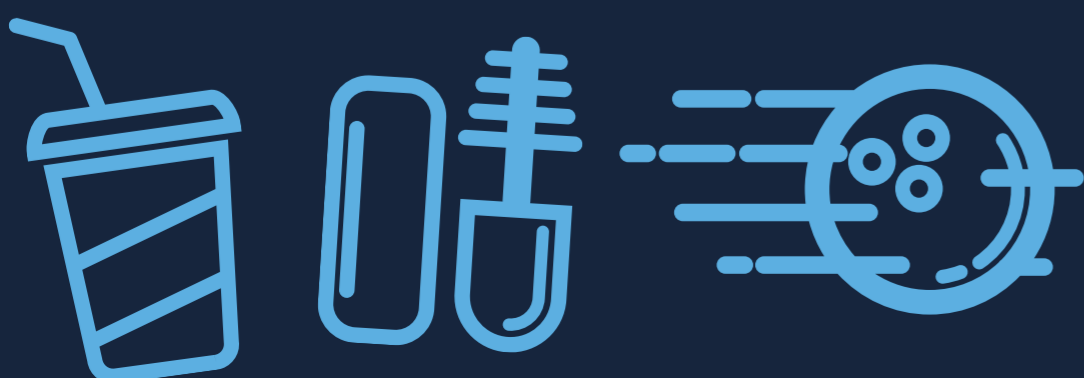
has an almost infinite capacity, and information kept there usually stays for the duration of a person's life.⁽⁴⁾

There are three sequential memory systems - sensory, short-term and long-term memory.⁽³⁾

Retrieval is getting information out of memory.⁽⁴⁾



Retrieval cues are stimuli that trigger retrieval. They include associations, context, and mood.⁽⁵⁾



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