

Multi Modal Memory

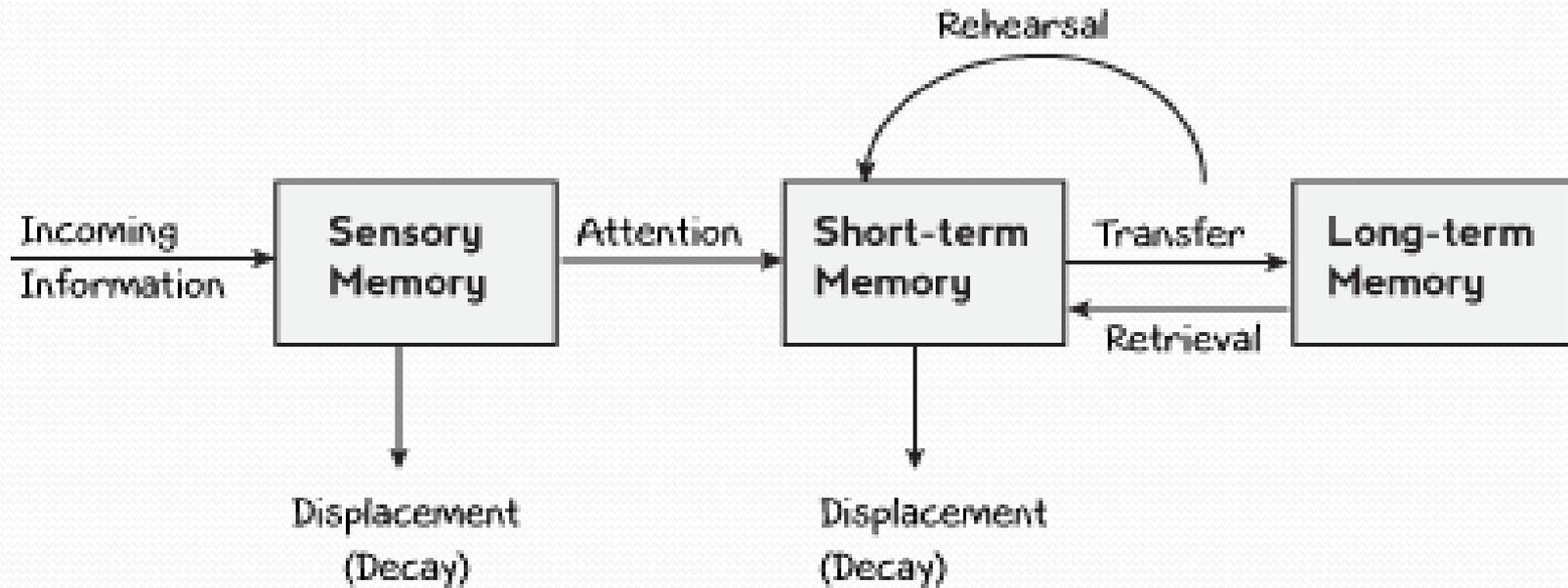
Different types of memory

Opening Brainstorm

Write down everything you did yesterday that did NOT involve memory. Try to get at least 5 things on your list!

Multi-Modal Memory

MULTI-STORE MODEL

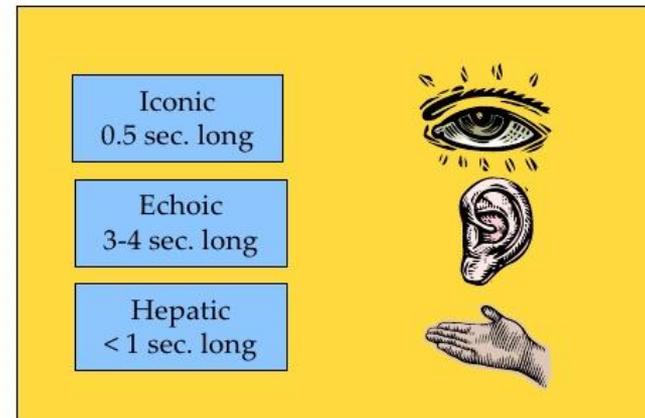


Sensory Memory

- **Duration:** $\frac{1}{4}$ to $\frac{1}{2}$ second
- **Capacity:** All sensory experience
- **Encoding:** Sense specific
- Keeps information around for further processing
- Unconscious

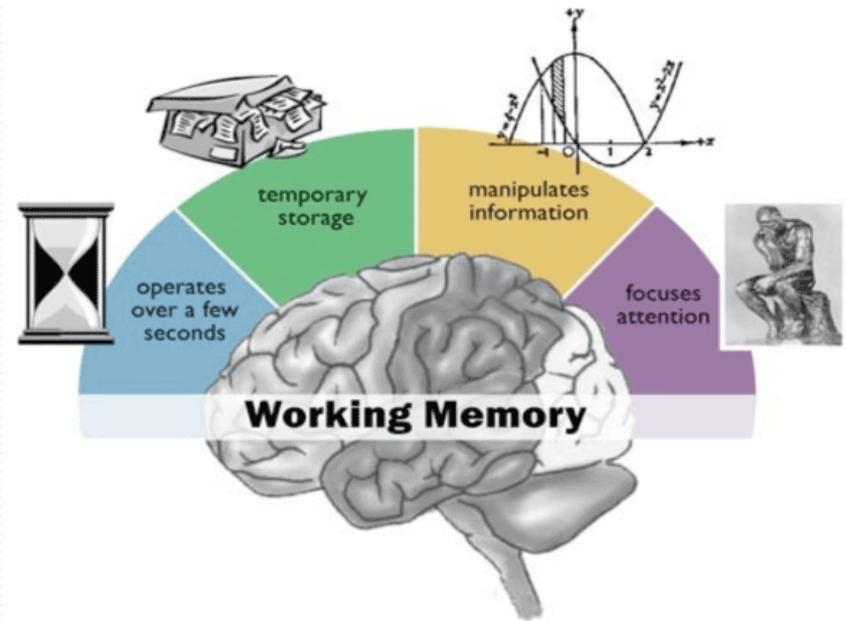
Sensory Memories

The duration of sensory memory varies for the different senses.



Short Term/Working Memory

- **Duration:** 0-18 seconds
- **Capacity:** 7 +/- 2 items
- **Encoding:** Mainly auditory and visual
- Used to store and process information we're currently using
- Conscious



Short Term Memory Test

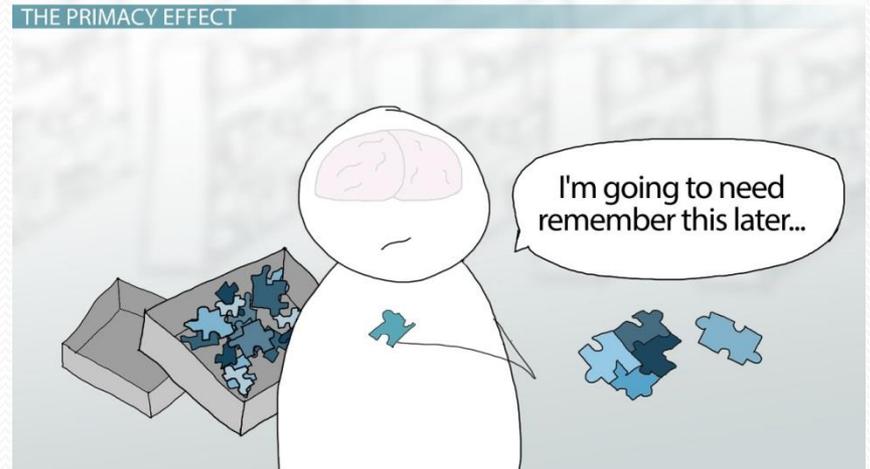
- Take the Short Term Memory Test linked in the title
- You will need a pencil to write down the sequences of letters
- Record your results at the end
 - How did you do?
 - What strategies did you use to help you remember?
 - Were some letters easier to remember than others?

Working → Long Term Memory

- I'm going to read you a list of 10 words. Your job is to listen, and then remember as many of those words as you can.
- I read the list
- Students write down the words they remember
- Patterns?

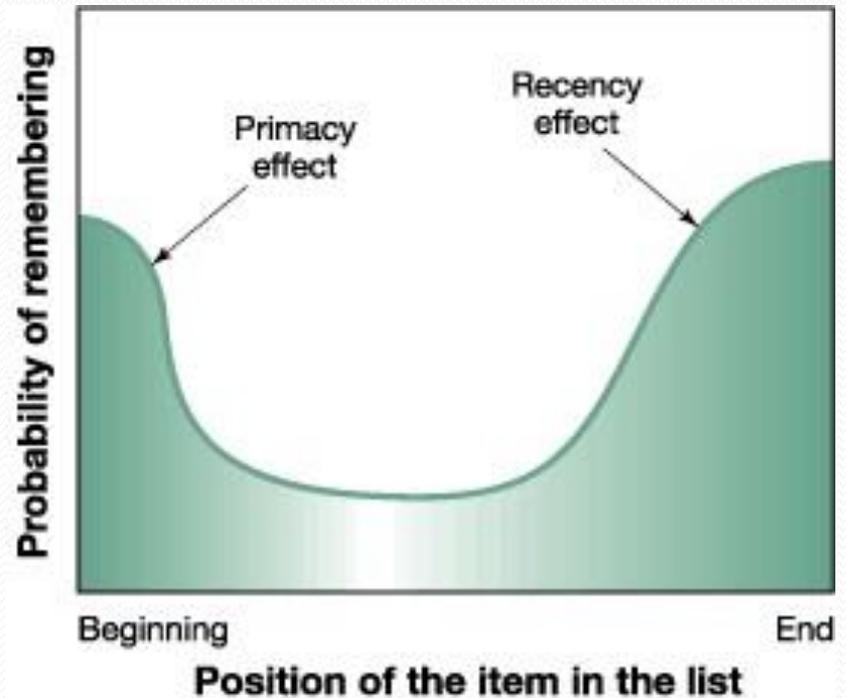
Primacy Effect

- Remember items that are first in a list better
- These items are rehearsed more



Recency Effect

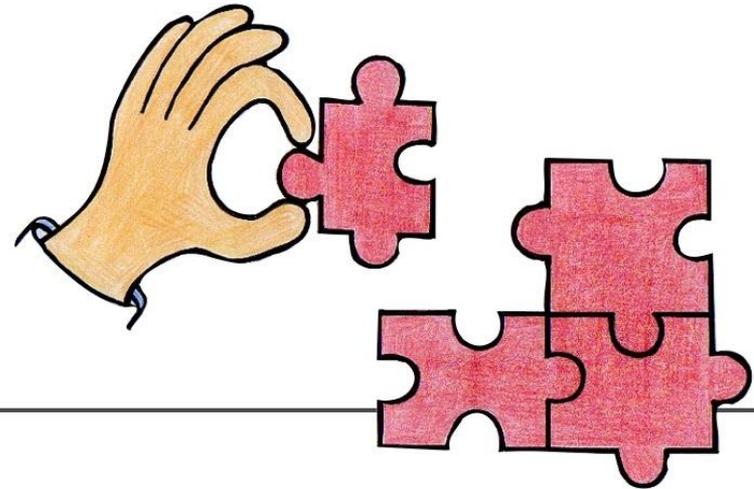
- Remember last items on a list
- Remember them because they are most recent in the mind
- Only present when assessed immediately, without intervening distractions.



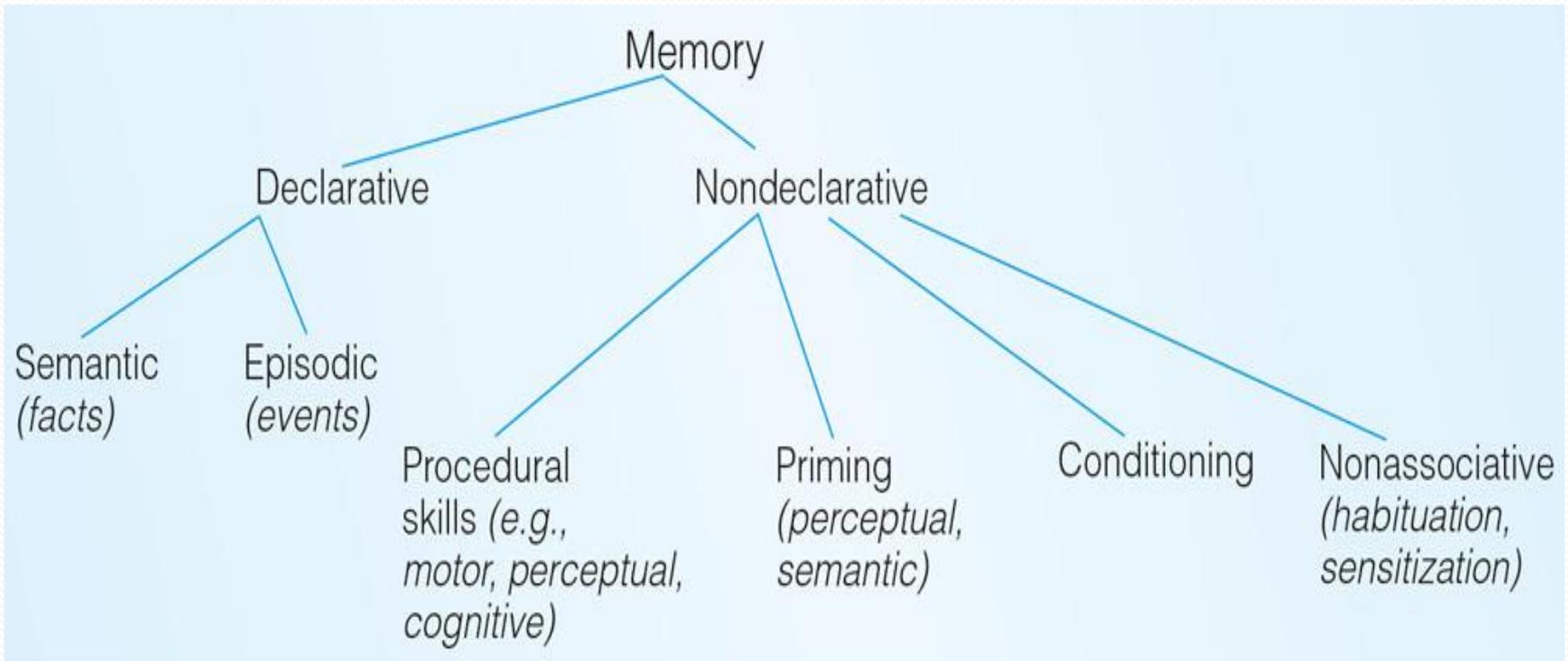
Long Term Memory

- **Duration:** Unlimited
- **Capacity:** Unlimited
- **Encoding:** Mainly Semantic (but can be visual and auditory)

The long-term memory works to connect new concepts to those previously learnt



Types of Long Term Memory



Declarative Memory

- Knowing what
- Controlled consciously and intentionally
- Can use strategies to improve it
- Declines with age
- *EX: Phone numbers, names, passwords, test content.*



Declarative: Semantic vs. Episodic

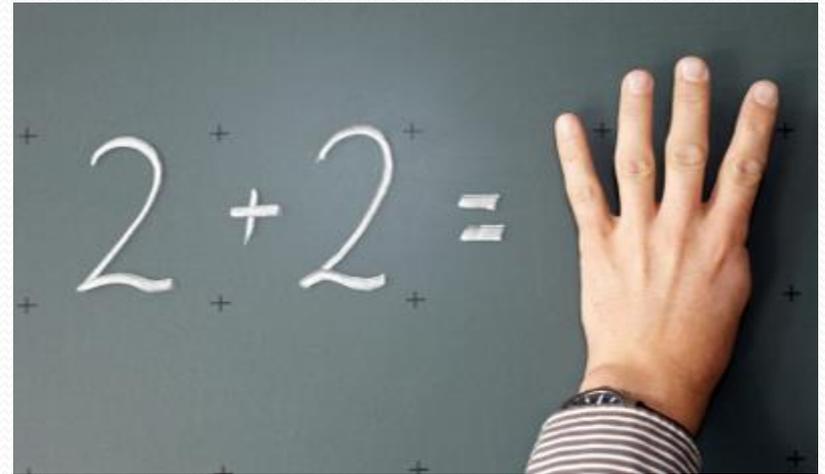
Episodic

- Stores information about specific events in your own life



Semantic

- Stores general knowledge



Nondeclarative Memory

- Influences perceptions and behavior without our knowledge or awareness
- Remains stable with age
- *EX: Riding a bike, driving a car, verbal patterns, etc.*



Types of Nondeclarative Memory

Priming

- Automatic process that can enhance the speed and accuracy of a response, due to past experience
- *EX: More likely to say “nurse” more quickly after you’ve just heard the word “doctor.”*

Procedural

- Memory for the process of completing a task after it is learned and automatic
- *EX: Playing the piano, driving a car, typing*

Classical Conditioning

- Memory for associations formed between two stimuli
- *EX: Pavlov, phone ring tones*

One Last Type: Prospective

- Memory for tasks to be completed in the future
- Requires working and long term memory
- Easily disrupted
- *EX: Sending an email, getting something from another room*



Okay...let's practice!

- Use the handout I gave you to try to identify which type of memory is at work.
- We'll review as a class today or tomorrow.