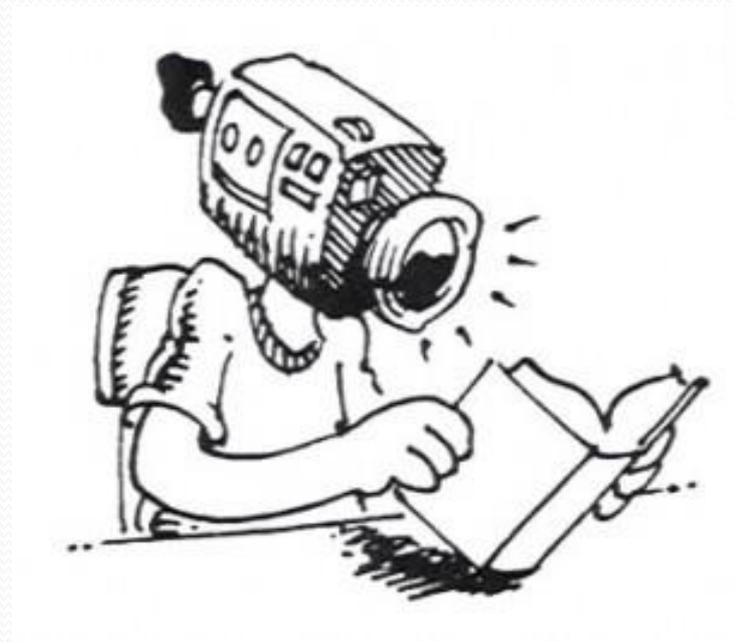


# Memory, Encoded

How do we encode memories?

# Long Term Memory

- Encodes, stores, retrieves information
- How it's encoded influences access and reliability later



# Shallow Processing

- Focuses on physical features (not meaning)
- Simple repetition
- Does NOT commit to long-term memory



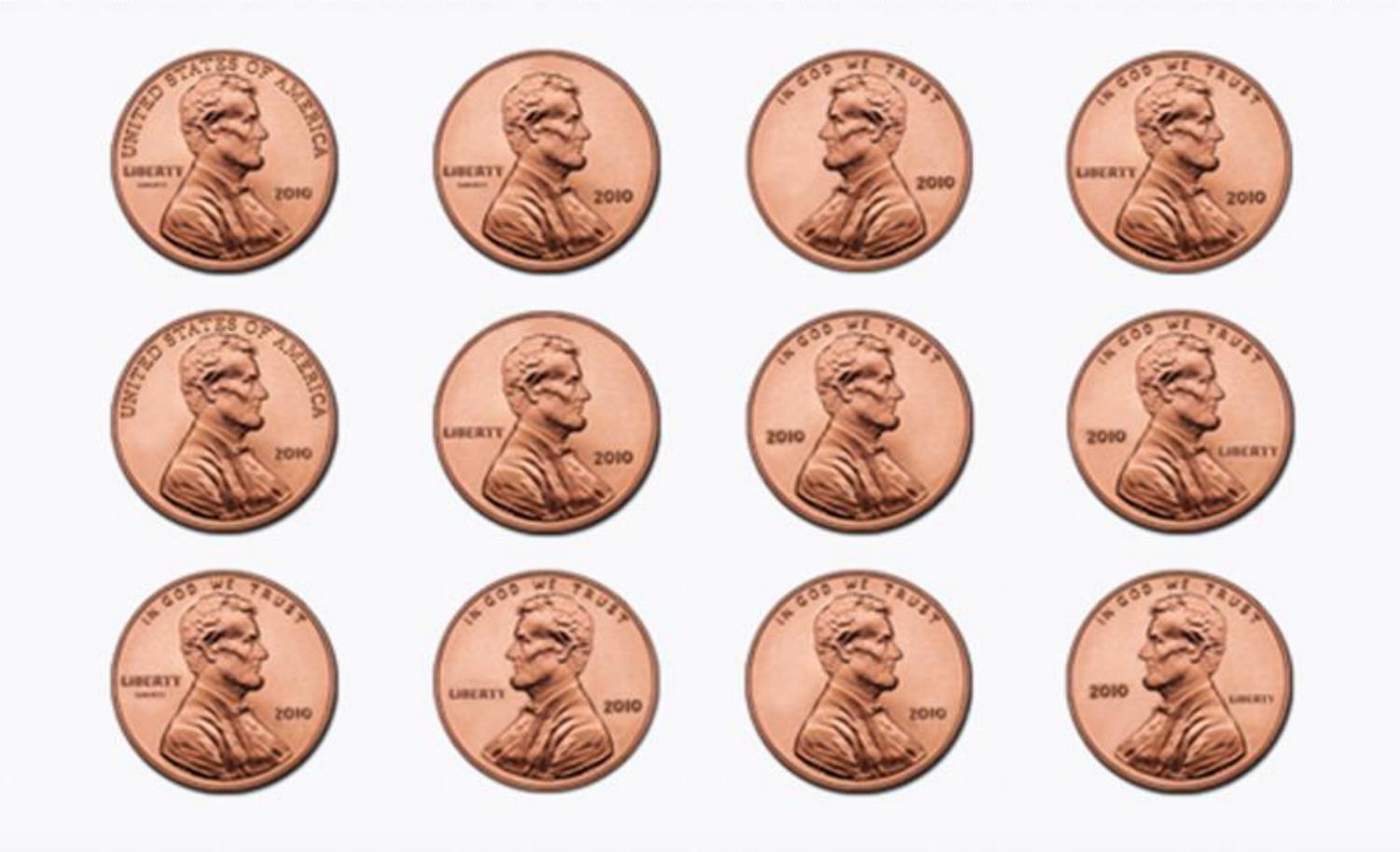
# Shallow Processing in Action

- How many times do you think you need to see or hear a new concept before you could remember it?
- Rate, on a scale of 1-10 (1 = not confident at all, 10 = very confident) how confident you are you could remember information if you see it...
  - 10 times
  - 100 times
  - 1000 times

## Next question...

- How many times have you seen...
  - a dollar bill?
  - a quarter?
  - a penny?

# Which one is the real penny?



# Shallow Processing!



- Not amount of time or exposure, but HOW the time is spent that determines encoding.
- What implications does this have for you?



# Let's try it

- I will give half the class some information. Do NOT reveal it to the other half!
- I will read a paragraph out loud.
- After I'm done reading, write down as many sentences as you can remember. There are 14 total sentences.
- Score it

# Deep Processing Discussion

- What were your total scores? Get on the board.
- What patterns do we see here?
- Why is context so important to learning?
- What implications does this have for you for your study habits?