

1. **Chunking:** - Combining separate items of information into a larger unit, or chunk, and then remembering these chunks rather than individual items
  - Example: Daniel Tammet's amazing memory is in part due to the way synesthesia promotes chunking
2. **Declarative memory:** • involves memories for facts or events, such as scenes, stories, words, conversations, faces, or daily events
  - These memories are explicit, or consciously known
3. **Elaborative rehearsal:** • using effort to actively make meaningful associations between new information that you wish to remember and old or familiar information already stored in longterm memory
4. **Encoding:** • refers to making mental representations of information so that it can be placed into memory
5. **Extraordinary episodic memory:** - The case of Jill Price—she can't forget any of her life events since the age of 14
6. **Features of long-term memory:** - Large capacity and relatively permanent
  - Chances of retrieval depend on how information was encoded and how much interference occurred at time of encoding
  - Not always as accurate as people believe
7. **Flashbulb memories:** - Vivid recollections, usually in great detail, of dramatic or emotionally charged incidents that are of interest to the person
  - Encoded effortlessly and may last for long periods of time
8. **Information processing model:** • The ability to retain information over time involves three processes: encoding, storing, and retrieving
9. **Levels of processing:** - Theory says that remembering depends on how information is encoded
  - Information encoded at a shallow level results in poor recall
  - Deeper and deepest processing: encode by making new association, resulting in better recall
10. **Long-term memory:** - Process of storing almost unlimited amounts of information over long periods of time with the potential of retrieving, or remembering, such information in the future
11. **Long-Term Memory:Storing - Primacy effect:** - better recall, or improvement in retention of information, presented at the beginning of a body of information
12. **Long-Term Memory:Storing - Residency effect:** - better recall, or improvement in retention of information, presented at the end of a body of information
13. **Long-Term Memory:Storing - Serial Position effect:** - better recall of information presented at the beginning and end of a body of information rather than in the middle
14. **Maintenance rehearsal:** • simply repeating or rehearsing information rather than forming any new associations
  - works better for short-term memory
15. **Memory:** • Active system that allows people to retain information over time
16. **Photographic memory:** - Occurs in adults; ability to form sharp, detailed visual images after examining a picture or page for a short period of time and to recall the entire image at a later date
17. **Procedural or nondeclarative memory:** • involves memories for motor skills (playing tennis), some cognitive skills (learning to read), and emotional behaviors learned through classical conditioning (fear of spiders)
  - is a form of implicit memory
  - Implicit memories cannot be consciously known
18. **Retrieval:** - Process of selecting information from long-term memory and transferring it back into short-term memory
19. **Retrieving:** • process of getting or recalling information that has been placed into short- or long-term storage
20. **Sensory Memory: Recording - Echoic Memory:** - Form of sensory memory that holds auditory information for 1 to 2 seconds
  - Holds speech sounds long enough to know that sequences of certain sounds form words
21. **Sensory Memory: Recording - Iconic Memory:** - Form of sensory memory that automatically holds visual information for about a quarter of a second or more; as soon as you shift your attention, the information disappears
  - Icon means image
22. **Short-term memory:** - Process of holding a limited amount of information (an average of seven items) for a limited period of time (2 to 30 seconds)
23. **Storage:** • process of placing encoded information into relatively permanent mental storage for later recall
24. **Three Stages of Memory:Long-term:** - Process of storing almost unlimited amounts of information over long periods of time
25. **Three Stages of Memory: Sensory:** - Initial process that receives and holds environmental information in its raw form for a brief period of time, from an instant to several seconds
26. **Three Stages of Memory:Short-term:** - Process that can hold only a limited amount of information (an average of seven items) for a short period of time (from 2 to 30 seconds)

27. **Two Kinds of Encoding: Automatic encoding:** · transfer of information from short- to long-term memory without effort and usually without any awareness
28. **Two Kinds of Encoding: Effortful encoding:** · transfer of information from short- to long-term memory by working hard to rehearse the information or by making associations between new and old information
29. **Two types of declarative memory: Episodic memory:** · type of declarative memory that involves knowledge of specific events, personal experiences (episodes), or activities, such as naming or describing favorite restaurants, movies, songs, habits, or hobbies
30. **Two types of declarative memory: Semantic memory:** · type of declarative memory that involves knowledge of facts, concepts, words, definitions, and language rules
31. **Working memory:** - More recent understanding of short-term memory
  - Involves active processing of incoming information from sensory memory and the retrieval of information from long-term memory