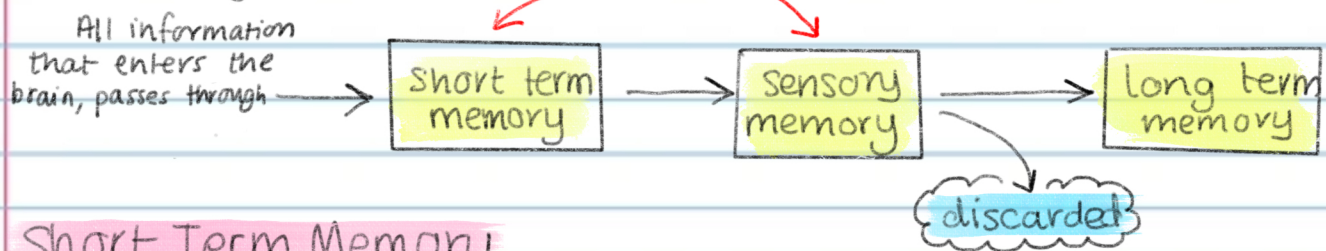


3.3

Memory

Memory involves encoding, storage and retrieval of information, and includes past experiences, knowledge and thoughts.



Short Term Memory

- has ~~unlimited~~ ^{unlimited} capacity
- Can be improved by chunking

Long term Memory

- has ~~limited~~ ^{unlimited} capacity
- holds for a long time

Transfer from STM to LTM by ~~repeating~~ ^{rehearsal}, ~~organisation~~ and ~~elaboration~~.

Retrieval can be helped by

~~CONTEXTUAL CLUES~~
^{CUES}

→ relate to time and place when the information was initially encoded into LTM.

Shallow form of encoding

deeper form of encoding