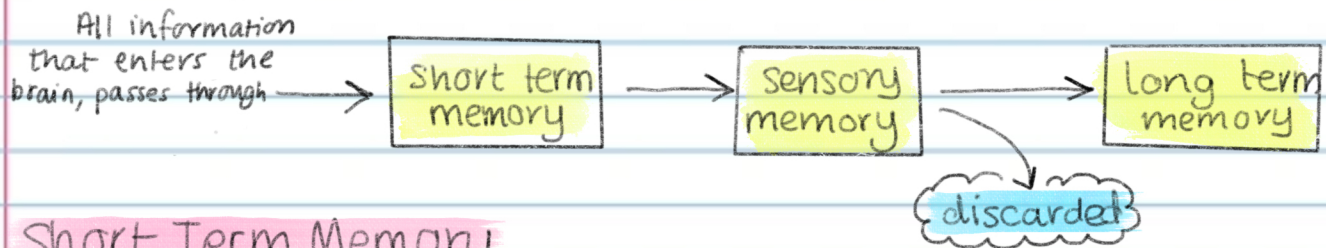


3.3

Memory

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



Short Term Memory

- has unlimited capacity
- Can be improved by chunking

Long term Memory

- has limited capacity
- holds for a long time

Transfer from STM to LTM by repeating, organisation and elaboration.

Retrieval can be helped by
CONTEXTUAL CLUES

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

↑ Shallow form of encoding

↓ deeper form of encoding