• Storage and retrieval of memories controlled by Hippocampus and Amygdala
• Stress affects both storage and retrieval

Note:
The best way to remember something is to connect multiple regions of the brain
Memory

- Components are stored throughout the brain and then assembled through the hippocampus

Memory

- Short Term
  - Initial registration of incoming sensory impulses
  - Will be ‘remembered’ only if rehearsed – once rehearsal stops the memory ceases
  - Seven registers for information storage (in adults)
  - May last as long as a few minutes
Short Term Memory

The first set fits into short term memory — the second set is more difficult

Remember These Numbers
They will appear for 5 seconds
Wait until directed and then write them down

1 4 9 2 3 0 7

7 2 5 2 3 9 1 6 5 8 4

Working Memory

• Where Day to Day Processing Takes Place
• Lasts 1-2 hours
• Reasoning
• Decisions Made to Discard or Move to Long Term Memory

Why Cramming for a test the night before doesn’t work!

Long Term Memory Storage

• Information selected for storage is rehearsed repeatedly
• Requires several minutes to become consolidated
• Stored in schema of similar or associated memories
Long Term Memory Retrieval

- Declarative
  - Memories that can be verbalized
  - Requires consolidation by Hippocampus
- Non declarative
  - Emotional, Motor, or Reflexive memories that can not be, or are not, verbally related
  - Does not involve hippocampus

Requires Priming in Order to be Retrieved

- A lot like practice or rehearsal
- Once an object is recognized it is easier to recall it in the future
- The more components that take part in the priming, the easier it is to remember

When do you recognize the drawing?
What is it?
More Priming

What is it?

Does this help?

Now it is upright.

Well . . . It’s a cow . . . Looking at you . . . Does that help?

Differences Between Sexes?

Can you tell which is male and which is female?

Science shows there is a definite difference
Attachments

Memory.cmap