

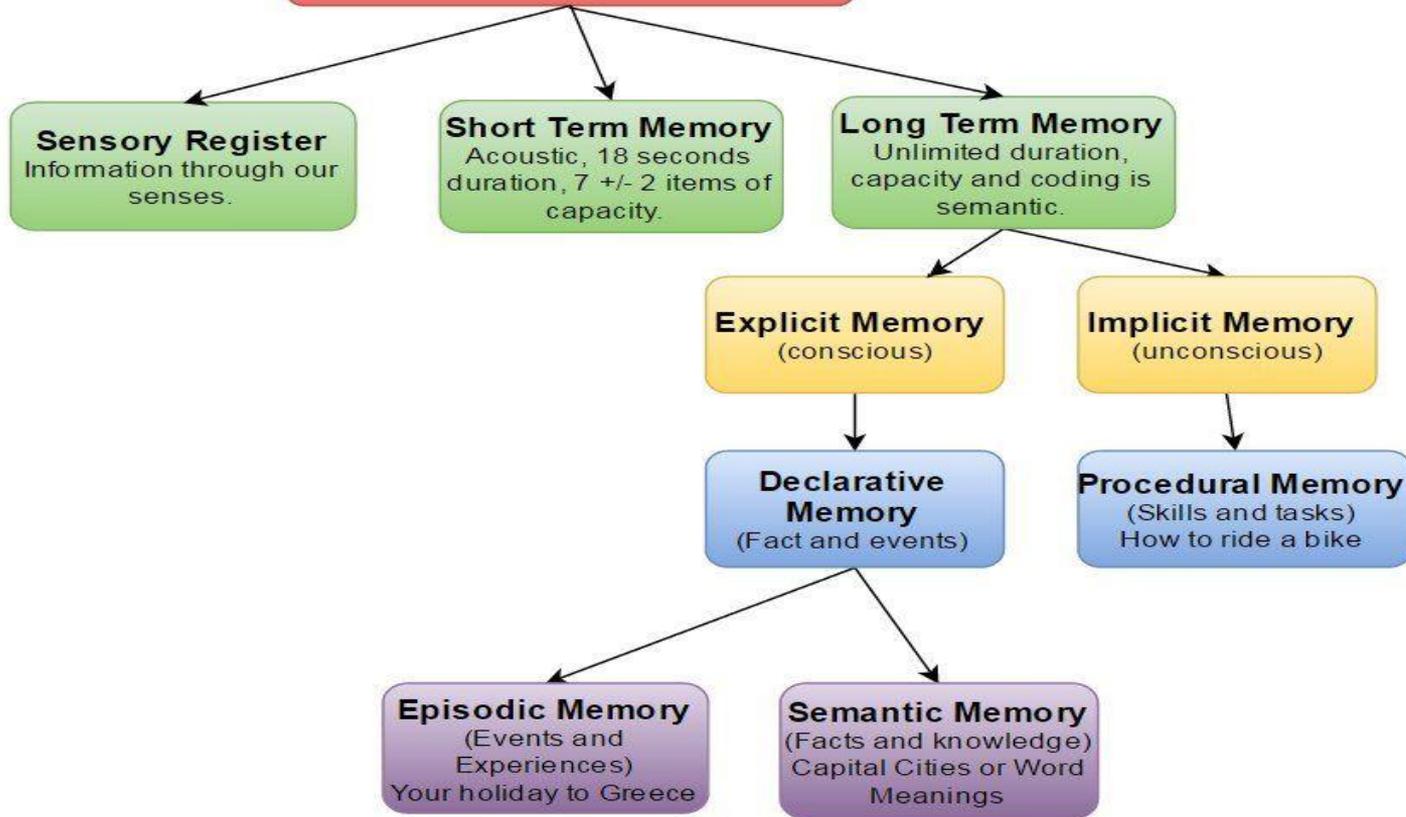
DR VANDANA JYOTI
DEPARTMENT OF PSYCHOLOGY
H.D JAIN COLLEGE ARA (VKSU)
PG 2 SEMESTER
COGNITIVE PSYCHOLOGY
TOPIC – TYPES OF MEMORY.

TYPES

- **SENSORY MEMORY-**The brief storage (in memory) of information experienced by the senses; typically only lasts up to a few seconds.
- There are two types of sensory memory
- **Iconic:** Visually representative.
- **Echoic:** Imitative of a sound; onomatopoeic.
- **Haptic Memory**
- Haptic memory is the branch of sensory memory used by the sense of touch.



Human Memory



SHORT TERM AND WORKING MEMORY

- Short-term memory acts as a scratchpad for temporary recall of information being processed. It decays rapidly and has a limited capacity.
- Rehearsal and chunking are two ways to make information more likely to be held in short-term memory.
- Working memory is related to short-term memory. It contains a phonological loop that preserves verbal and auditory data, a visuospatial scratchpad that preserves visual data, and a central manager that controls attention to the data.



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- Sensory input to the visual system goes into iconic memory, so named because the mental representations of visual stimuli are referred to as icons. Iconic memory has a duration of about 100 ms. One of the times that iconic memory is noticeable is when we see “light trails.” This is the phenomenon when bright lights move rapidly at night and you perceive them as forming a trail; this is the image that is represented in iconic memory.
- Echoic memory is the branch of sensory memory used by the auditory system. Echoic memory is capable of holding a large amount of auditory information, but only for 3–4 seconds. This echoic sound is replayed in the mind for this brief amount of time immediately after the presentation of the auditory stimulus.



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- Short-term memory is the capacity for holding a small amount of information in an active, readily available state for a brief period of time. It is separate from our long-term memory, where lots of information is stored for us to recall at a later time. Unlike sensory memory, it is capable of temporary storage.



WORKING MEMORY

- Though the term “working memory” is often used synonymously with “short-term memory,” working memory is related to but actually distinct from short-term memory. It holds temporary data in the mind where it can be manipulated. Baddeley and Hitch’s 1974 model of working memory is the most commonly accepted theory of working memory today. According to Baddeley, working memory has a **phonological loop** to preserve verbal data, a visuospatial scratchpad to control visual data, and a central executive to disperse attention between them.



LONG TERM MEMORY

- Long-term memory is used for the storage of information over long periods of time, ranging from a few hours to a lifetime.
- Long-term memory has also been called reference memory, because an individual must refer to the information in long-term memory when performing almost any task. Long-term memory can be broken down into two categories: explicit and implicit memory.



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- Explicit memory, also known as conscious or declarative memory, involves memory of facts, concepts, and events that require conscious recall of the information. In other words, the individual must actively think about retrieving the information from memory.
- Explicit memory can be further subdivided into semantic memory, which concerns facts, and episodic memory, which concerns primarily personal or autobiographical information.



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- Semantic memory involves abstract factual knowledge, ex-New Delhi is the capital of India.
- Another type of semantic memory is called a script. Scripts are like blueprints of what tends to happen in certain situations. For example, what usually happens if you visit a restaurant? You get the menu, you order your meal, you eat it, and then you pay the bill. Through practice, you learn these scripts and encode them into semantic memory.



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- Episodic memory –It is used for more contextualized memories. They are generally memories of specific moments, or episodes, in one’s life. An example of an episodic memory would be recalling your family’s trip to the beach.
- Autobiographical memory (memory for particular events in one’s own life) is generally viewed as either equivalent to, or a subset of, episodic memory.
- Implicit memory- In contrast to explicit (conscious) memory, implicit (also called “unconscious” or “procedural”) memory involves procedures for completing actions. These actions develop with practice over time. Athletic skills are one example of implicit memory. Rehearsing for a dance or musical performance is another example of implicit memory. Everyday examples include remembering how to tie your shoes, drive a car, or ride a bicycle.



THANK YOU

