

# YOUR MEMORY

## WHAT IS IT ?

It is your capacity to acquire and store information that guide your behavior.

### Sensory Memory

Uses your 5 senses to process information  
 Ability to store impressions  
 Example: Ability to look at something and remember what it looked like with just a second of observation  
 Time scale: 0.5 to 3 seconds  
 Capacity: 3-7 units

Attention

### Short Term Memory

You hold data just for a small amount of time  
 Example: Remembering a phone number that you just heard  
 You can't manipulate the information  
 Time scale: 5 to 15 seconds

Encode

### Long Term Memory

A group of neurons in your brain are constantly being activated so a strong connection builds  
 Example: You will never forget your graduation day because you constantly remember it  
 Time Frame : From days to years  
 Capacity: Have no limits

## TYPES OF MEMORY

**EXPLICIT:** Experiences you can consciously remember

#### Episodic:

Episodes or important days in our daily lives.

Example: Graduation Day

#### Semantic:

The actual knowledge of facts

Example: In the world there are 7 continents

**IMPLICIT:** Knowledge we can't consciously access

**Procedural:** Actions that we can't explain how we do them

Example: Play a videogame

**Classical Conditioning Effects:** Learn without effort or awareness

**Priming Effect:** When the way you feel about a stimulus today will influence the response you will have to it later.

**Spacing Effect:** Distribute the data instead of learning it all at once

**Overlearning:** Continue to study even when you think you mastered a topic already

IMPROVE YOUR MEMORY

**Retrieval:** Reactivating information you've learned already

**Elaborative Encoding:** Process information in a way that is more relevant for you

## WHAT DOES A NEURON LOOK LIKE?

