# 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

#### 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

Example: Graduation Day

Semantic:

Example:

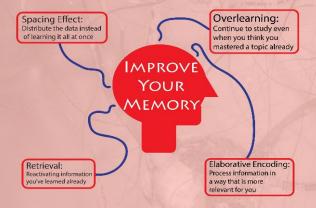
n the world there are 7 continents

IMPLICIT: Knowledge we can't consciously access

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

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.



#### WHAT DOES A NEURON LOOK LIKE?

1. Dendrites: Receive messages from other cells
2. Cell Body: the cell life support center
3. Neural Impulse: electrical signal traveling down the axon
4. Axon: Passes messages from the cell body to other neurons
5. Myelin Sheath: Covers the axon & help speed the impulse
6. Terminal Branches: Form junctions with other cells

Frontal Lobe: Store semantic & episodic memory
Prefrontal Cortex:

Storage of short term memories

Temporal Lobe; Storage of long ter m memory.

Hippocampus: Formation of LTM, semantic & episodic memories

Parietal Lobe: In charge of perception Making sense of what's around you

Occipital Lobe:
In charge of vision and location

Cerebellum: Storage of procedural memories

Amygdala: Emotional memories