

Memory

“You have to begin to lose your memory, if only in bits and pieces, to realize that memory is what makes our lives. Life without memory is no life at all. . . . Our memory is our coherence, our reason, our feeling, even our action. Without it, we are nothing.”

Luis Buñuel



Memory

- ▶ Active system that encode, stores (retain), organizes and recovers (retrieves) information
- ▶ It is the ability to remember past experiences or learned information, involving advanced mental processes such as learning, retention, recall and recognition and resulting from chemical changes between neurons in several different areas of the brain, including the hippocampus.

Sensory Memory

- ▶ The first stage of memory
- ▶ Sensory memory refers to the immediate, very brief recording of sensory information before it is processed into short-term, working, or long-term memory.
- ▶ Storing an exact copy of incoming information for less than a second
 - ✓ Retain impressions of sensory information
 - ✓ Even after original stimulus ceases

Sensory Memory

- ▶ **Iconic Memory:** A momentary mental image or visual representation or

Sensory memory for vision

- ✓ Duration: About 0.5 to 1.0 seconds (Sperling)
- ✓ Processing: None additional beyond raw perceptual processing



Sensory Memory

- ▶ **Echoic Memory:** After a sound is heard, a brief persistence of the sound in the auditory system or

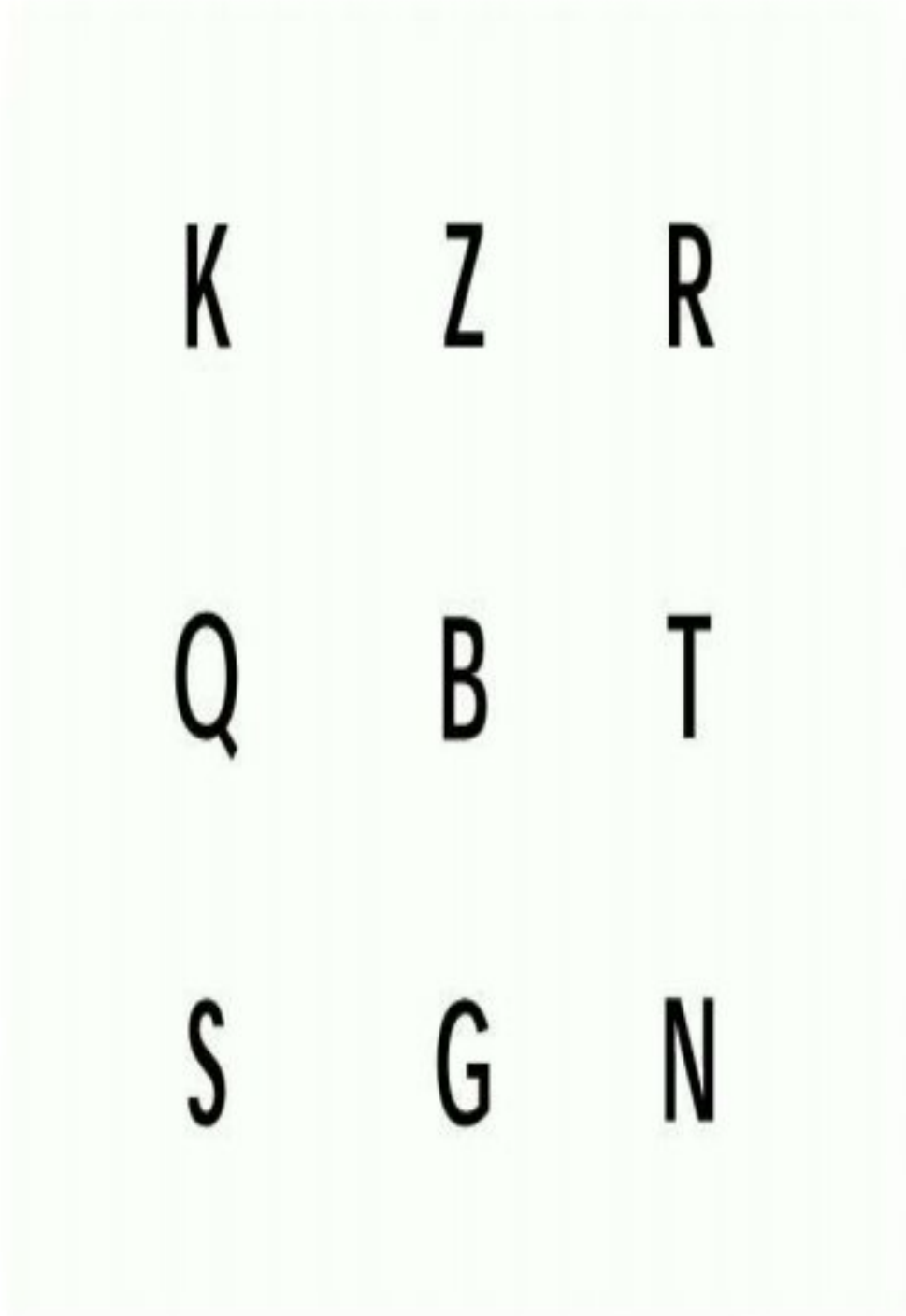
Sensory memory for audition (hearing)

- ✓ Capacity: ????
- ✓ Duration: About 4 to 5 seconds
- ✓ Processing: None additional beyond raw perceptual processing



Sperling's Experiments

- Sperling (b. 1934) exposed people to a $1/20^{\text{th}}$ of-a-second view of a grid of letters, followed by a tone which told them which row of letters to pull from iconic memory and recall.
- Without the tone, people recalled about 50 percent of the letters; with the tone, recall for any of the rows was typically 100 percent.



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BA III Hons.

Paper: Social Psychology

Topic: Attitudes – Meaning, Components and Functions

Date: 28.07.2020

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