Do Now:

• What are the 4 parts of the Social Learning Theory/Mediational Process? Describe Them, minimum of one sentence.
Memory

Write Everything in White
What is Memory

- Memory is
  - The faculty by which the mind stores and remembers information
- Also it is the stored information of LEARNED experiences.
- Remember what “learning” means to a psychologist, it is a change in behavior that pretty much sticks.
3 Different Stages

- **Encoding**
  - The process of receiving, processing, and combining information
  - Being taught
- **Storage**
  - Creation of a permanent record of the encoded information
  - Filing things away
- **Retrieval**
  - The ability to recall stored information as is necessary.
  - When you pull up information for a test
Different Types

• Sensory Memory
  • Remembering something from one of the 5 senses
  • Light remaining after your eyes close
  • Remembering the Touch of your significant other’s hand in yours

• Short-Term Memory (Working Memory)
  • Only about 20 seconds of retention
  • Can hold about 7 to 9 items at once
  • It’s why if someone interrupts you in the middle of a thought you have a hard time remembering it

• Long-Term Memory
  • Where all memories are held if we retain them for longer than a few seconds.
  • Much of this is held in the hippocampus portion of our brain
Short Write

• Write the designated number of sentences
  • What is the earliest memory you have? Two Sentences
  • How accurate do you believe your memory is? One Sentence
  • How accurate do you believe your memory would be in a court of Law? One Sentence
  • Why do you think we trust eyewitness testimony so much? Two Sentences.
Memory Retrieval

- Multiple ways to occur
  - Serial Recall
    - Recalling events in the order in which they occurred
    - Quite Common
    - How it is done often in court cases
  - Free Recall
    - You can remember a bunch of stuff, but it does HAVE to be in order
  - Cued Recall
    - Basically this is what your tests and quizzes are