Do Now:

• What is your opinion of rote memorization (memorization where there is not other option, such as with the Gettysburg Address)?
• Do you believe that there is ever a place for it?
• What professions might require someone to simply memorize a vast array of facts and information?
Forgetting

Write *Everything In yellow*
Music Video:

• So clearly the girl in the song left a large impression. Yet, is it possible for him to forget her?
• Why or why not?
• No move on mind, but truly forget. As though he never knew her.
• Remember what we discussed when it comes to conditioning.
What does “forget” actually mean?

• In truth it is does not mean what we think. **It does not mean that a person cannot remember something.**

• **It rather means a person fails to remember something**

• What is the difference?

• Just because you fail to remember something, does that make the effects less important?
What are the types of forgetting?

- Encoding Failure
- Decay
- Proactive Interference
- Retroactive Interference
- Amnesia
  - This might be the only one that is truly forgetting, all the others are a memory failure
Encoding Failure

- Something interferes with the brain’s ability to make a connection within itself
- Usually caused through a major trauma or because of substance abuse
- Acholic Blackouts
Do Now:

• What do you remember from yesterday?
• What is an encoding failure, and what is the most common way you believe it happens?
• Is not remembering something the same thing as forgetting it, why or why not?
• Do you believe your memory is above average based off what we have discussed thus far?
Decay

• Actually Part of Decay Theory
  • As we age the parts of our brain which hold memories go though chemical change
  • Therefore as we age memories sometimes can become fainter and fainter

• Think of old paint fading on a wall, and sometimes we come along and repaint it
Proactive Interference

• Past memories prevent you from making new memories
• This is similar to what is happening in the song played earlier.
• It is also, in some cases why people cannot move on from previous events.
Retroactive Interference

• You forget how something was, or how to do something based off of learning of a new task.

• This is also similar to the song in that he is also likely going through that with the new significant other.
Amnesia

• You don’t ever really forget who you are, try and “forget” Hollywood for minute.

• Most often it presents in a person having difficulty learning new information (anterograde amnesia)

• Or Remembering past events (retrograde amnesia)