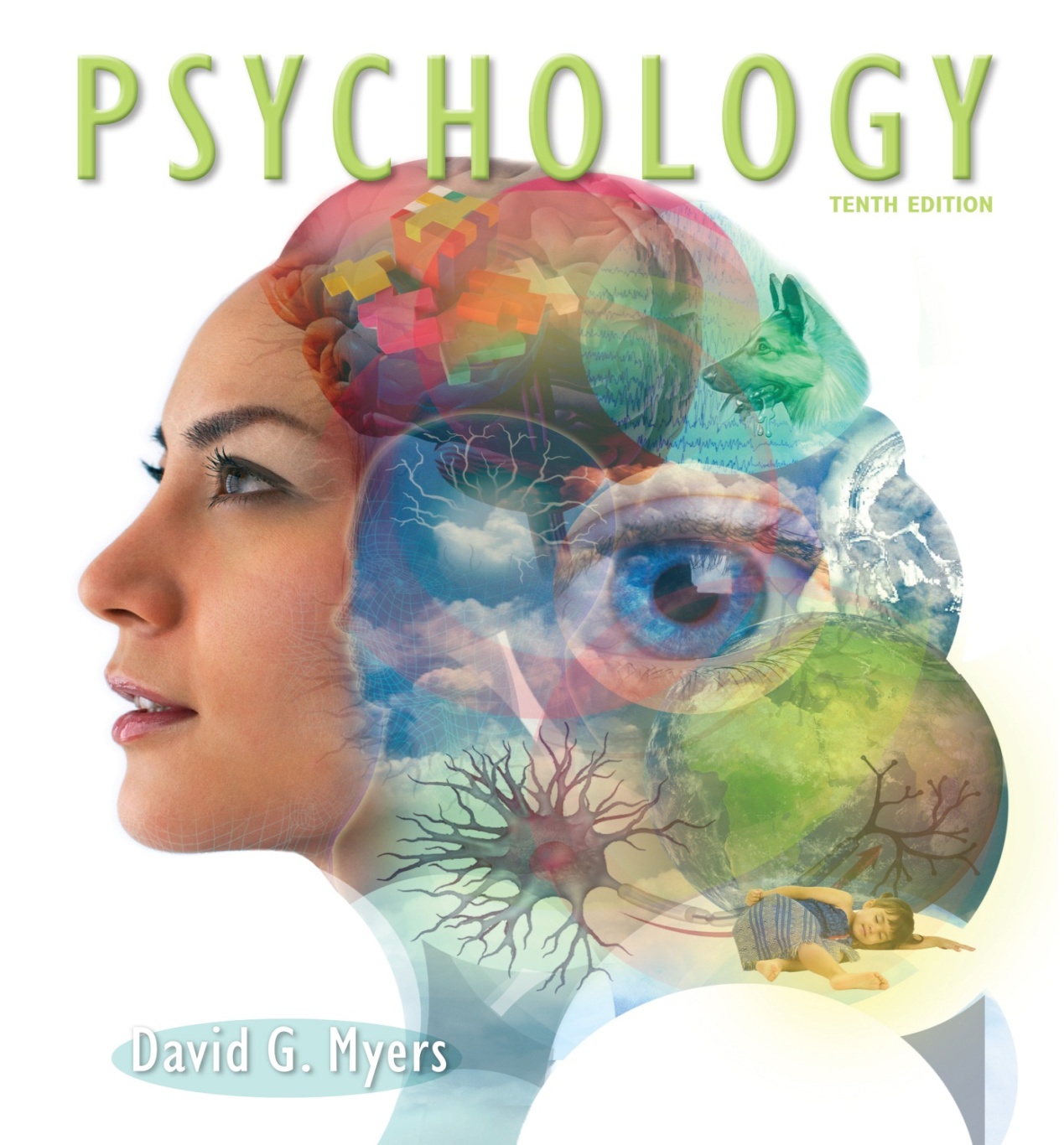
**Chapter Ten**

**Memory**

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**Memory:** The process in which information is encoded, stored,

and retrieved .

**Models on Memory**

1. [**information processing**](http://en.wikipedia.org/wiki/Information_processing) **perspective** : there are three main

stages in the formation and retrieval of memory:

A- [**Encoding**](http://en.wikipedia.org/wiki/Encoding_(memory)) **or registration:** receiving, processing and

combining of received information.

1. [**Storage**](http://en.wikipedia.org/wiki/Storage_(memory))**:** creation of a permanent record of the encoded

Information.

1. [**Retrieval**](http://en.wikipedia.org/wiki/Recollection)**, recall or recollection**: calling back the

stored information in response to some cue for use in a

process or activity.

1. **The Atkinson–Shiffrin model (multi-store model):** The

model asserts that human memory has three separate

components:

1. [**sensory register**](http://en.wikipedia.org/wiki/Atkinson%E2%80%93Shiffrin_memory_model#Sensory_register): where sensory information enters memory.
2. [**short-term store**](http://en.wikipedia.org/wiki/Atkinson%E2%80%93Shiffrin_memory_model#Short-term_store)**:** also called *working memory* or *short-*

*term memory*, which receives and holds input from both

the sensory register and the long-term store.

1. [**long-term store**](http://en.wikipedia.org/wiki/Atkinson%E2%80%93Shiffrin_memory_model#Long-term_store): where information which has been rehearsed

in the short-term store is held indefinitely.



**Forgetting (definition):** refers to apparent loss or modification of information already encoded and stored in an individual's long term memory.

**Theories of forgetting**

1. **Interference Theory ;** The tendency for new memories to

impair the retrieval of older memories and vice versa.

1. **Motivated Forgetting:** Forgetting in LTM occurs because of a conscious or unconscious desire to block out painful or threatening memories.
2. Decay theory suggests that these traces disintegrate over time if they are not reactivated for use.
3. **Retrieval Failure Theory:** Suggests that many memories are inaccessible because memory cues that were present when the memory was formed are missing when the time comes to retrieve it.