**Reading Outline for Plotnik’s Introduction to Psychology, 4th Edition**

**Module 11 “Types of Memory”**

**What is Memory?**

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**1. Encoding –**

**2. Storage –**

**3. Retrieval -**

**A. Three Types of Memory**

**Sensory Memory –**

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**Short-Term Memory –**

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**Long-Term Memory –**

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**Three-Process Memory Model**

**1.**

**2.**

**3.**

**4.**

**B. Sensory Memory: Recording**

**Iconic Memory**

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**Echoic Memory**

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**Functions of Sensory Memory**

**1. Limitations of sensory input:**

**2. Decision time:**

**3. Stability, playback, and recognition:**

**C. Short-Term Memory: Working**

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**Two Features of Short-Term Memory**

**Limited Duration**

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**Limited Capacity**

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**Functions of Short-Term Memory**

**1. Attention:**

**2. Rehearsal:**

**3. Storage in Long-Term Memory:**

**D. Long-Term Memory: Storing**

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**Steps in the Memory Process**

**1. Sensory memory:**

**2. Attention:**

**3. Short-term memory:**

**4. Encoding:**

**5. Long-term memory:**

**6. Retrieval:**

***Facts about Long-Term Memory***

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**Primacy versus Recency**

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**Different Kinds of Long-Term Memory**

***Declarative or Explicit Memory***

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***Procedural or Implicit Memory***

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**E. Research Focus: Emotional Memories**

***Research Question: Why Are Emotional Experiences Remembered Better?***

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**F. Encoding: Transferring**

**Automatic Encoding**

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**Effortful Encoding**

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***Strategies of Effortful Encoding***

Maintenance Rehearsal

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Elaborative Rehearsal

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**Levels of Processing**

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**G. Repressed Memories**

**1. What Are Repressed Memories?**

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**2. What is the Therapist’s Role?**

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**3. Can False Memories Be Implanted?**

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**4. Are Repressed Memories Accurate?**

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**Conclusions**

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**H. Cultural Diversity: Oral Tradition**

***Encoding: Comparing Africans and Americans***

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**Remembering Spoken Information**

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**I. Application: Unusual Memories**

**Eidetic Memory –**

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**Photographic Memory –**

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**Flashbulb Memory – Revised**

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