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MEMORY

Introduction

Memory is our cognitive system for storing and retrieving information. If we did not possess memory, we would be unable to remember the past, retain new information, solve problems, or plan for the future.

Memory is conceptualized as three interrelated stage:

- (a) Encoding- it is the 1st stage which refers to a process by which information is recorded and registered. Whenever our sensory organs receive information it generates neural impulses. In encoding, information is received and meaning is derived.

(b) Storage- it is the 2nd stage of memory.

Information which are encoded must be stored so that it can be put to use later.

Therefore, it is the process through which information is retained and held over a period of time.

(c) Retrieval – it is the 3rd stage of memory.

Information can be used only when one is able recover it from his memory. Retrieval refers to bringing the stored information to awareness so that it can be used.

Sensory memory- It provides the temporary storage of information brought to us by senses. It allows individuals to retain impression of sensory information after the original stimulus is gone.

Sensory memory is of two types:

Iconic memory- Iconic memory is the visual sensory memory and a fast decaying store of visual information. It lasts for less than 1 second that is 0.2-0.4 sec.

Echoic memory- it is the memory which registers specific auditory information. It lasts hardly for 3-4 sec.

Short term memory/Working memory

Short- term memory is also known as working memory. It refers to the temporary storage of information. It holds relatively small amount of information for brief period of time, usually for 30 seconds. E.g. when we look at the phone number and dial it.

Long- term memory- it allows us to retain vast amount of information for very long period of time. It is the memory system that permits us to remember information or events that happened in our past.

Flashbulb memory- these are the memories of events that are very arousing and surprising. Such memories are very detailed. It is like images frozen in memory. It mainly consists of the memory like places, particular events etc.

Autobiographical memory- these are personal memory. Some periods in our lives produce more memories than others. It consists of episodes from an individual's life based on a combination of personal experience, events, place and the fact about the world.