



COGNITIVE PSYCHOLOGY

PG 2

TOPIC-MEMORY

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INTRODUCTION

- Memory is the faculty of the brain by which data or information is encoded, stored, and retrieved when needed. It is the retention of information over time for the purpose of influencing future action.
- There are three types of memory
 - Sensory memory
 - Short term memory
 - Long term memory.

MEASURES OF IMPROVING MEMORY OR MEMORY TRAINING

- How good is our memory? Most of people say “ not good enough”. At one time or another most of us have wished that we could improve our ability to retain facts and information. Scientist work on memory and with the help of research they found measure of improving memory. Woodrow 1927 done experiment on improving memory.

CONTINUED

- **OVER LEARNING-:** This is the repeated practice of a skill or study of material to further strengthen memory and performance.
- **REDUCING INTERFERENCE-:** It is one theory how and why forgetting occurs in long term memory. Interference occurs when some information makes it difficult to recall similar material.

CONTINUED

- **MNEMONIC DEVICES-**It is a device or memory is any learning technique that aids information retention or retrieval in the human memory It makes use of elaborative, retrieval cues and imagery as specific tools to encode information.
- **ELABORATING AND ENCODING-** It is a mnemonic that relates to be remembered information to previously existing memories and knowledge.

CONTINUED

- **ORGANISING-** If learn material are organised .Than it also improves the memory. It will save in long term memory.
- **Imagery-** Imagery also helpful in improving memory. Paivio 1971 found that imagery effect are effective in improving memory.

CONTINUED

- **CHUNKING-:Chunking** refers to the process of taking individual pieces of information and grouping them into larger units. By grouping each data point into a larger whole, you can improve the amount of information you can remember. Probably the most common example of **chunking** occurs in phone numbers.
- **PQRST Method-** It is developed by Thomas and Robinsion 1982.
- **P- Preview**
- **Q-Question**
- **R-Read**
- **S-Self –recitation**
- **T- Test .**

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- **METHOD OF LOCI-** The method of loci is a strategy of memory enhancement which uses visualizations of familiar spatial environments in order to enhance the recall of information. The method of loci is also known as the memory journey, memory palace, or mind palace technique.

The image features a blue gradient background with white circuit-like lines in the corners. These lines consist of straight segments and small circles, resembling a stylized PCB or network diagram. The lines are positioned in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

THANK YOU