

Module 6: Memory
Topic 3 Content: Storage

Introduction

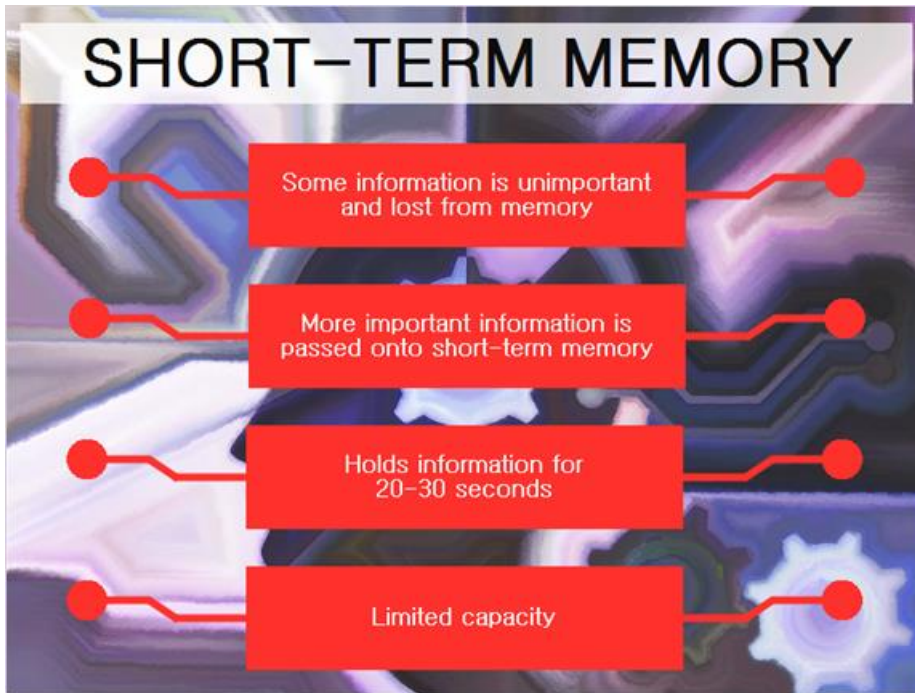


After you encode information, you then store it in your short-term or long-term memory. Click the **NEXT** button to explore the difference between the two types of storage.

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Short-Term Memory

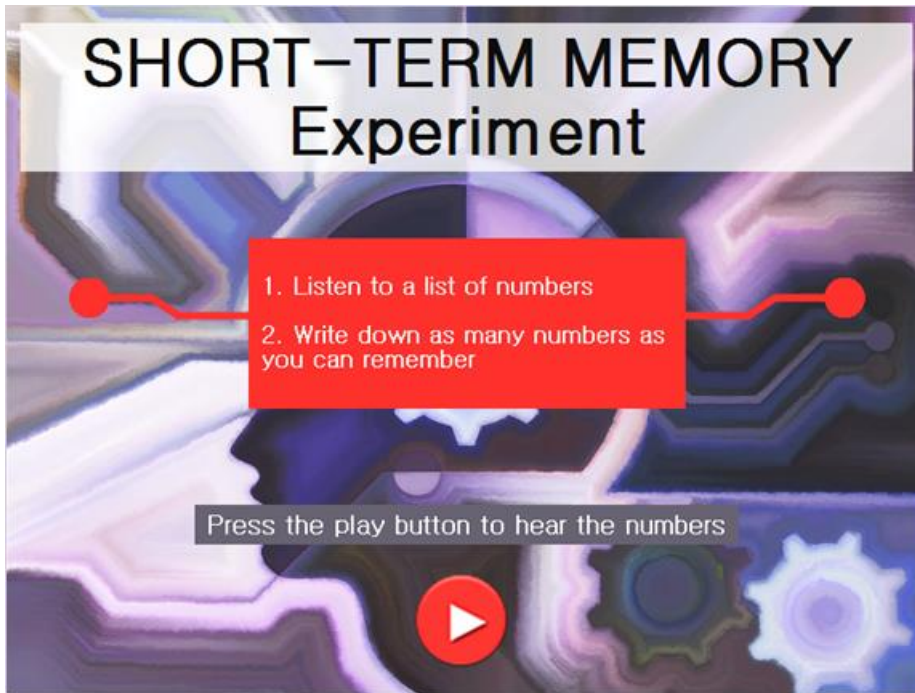


Although some information you receive is considered unimportant, and then lost quickly from your memory, other information makes a greater impression and is passed along to short-term memory. Short-term memory holds a small amount of information for up to twenty or thirty seconds. However, strategies exist that can help you hold onto information in your short-term memory for longer. For example, you can repeat information over and over, a process called rehearsal. You may have already found rehearsal helpful when you study notes for a test. However, short-term memory has a limited capacity, meaning it cannot hold very much information.

Click the **NEXT** button to test your short-term memory.

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Short-Term Memory Experiment

The image shows a digital interface for a 'SHORT-TERM MEMORY Experiment'. The title is at the top in a white box. Below it, a red box contains two numbered instructions: '1. Listen to a list of numbers' and '2. Write down as many numbers as you can remember'. A grey box with a play button icon and the text 'Press the play button to hear the numbers' is positioned below the instructions. The background features a silhouette of a human head with gears and circuit-like patterns in shades of purple and blue.

SHORT-TERM MEMORY Experiment

1. Listen to a list of numbers
2. Write down as many numbers as you can remember

Press the play button to hear the numbers

To do this experiment, you will listen to a list of numbers. After you hear every number, write down as many as you can remember on a piece of scrap paper. When you are ready to hear the list, press the play button.

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Audio List of Numbers



18, 6, 3, 4, 15, 7, 9, 1, 8, 6, 10, 29, 17, 66, 5

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Tally of Numbers Correct

SHORT-TERM MEMORY
Experiment Number Tally

Compare your list of numbers to the list below. Tally the total you got correct.

18, 6, 3, 4, 15, 7, 9, 1, 8, 6, 10, 29, 17, 66, 5

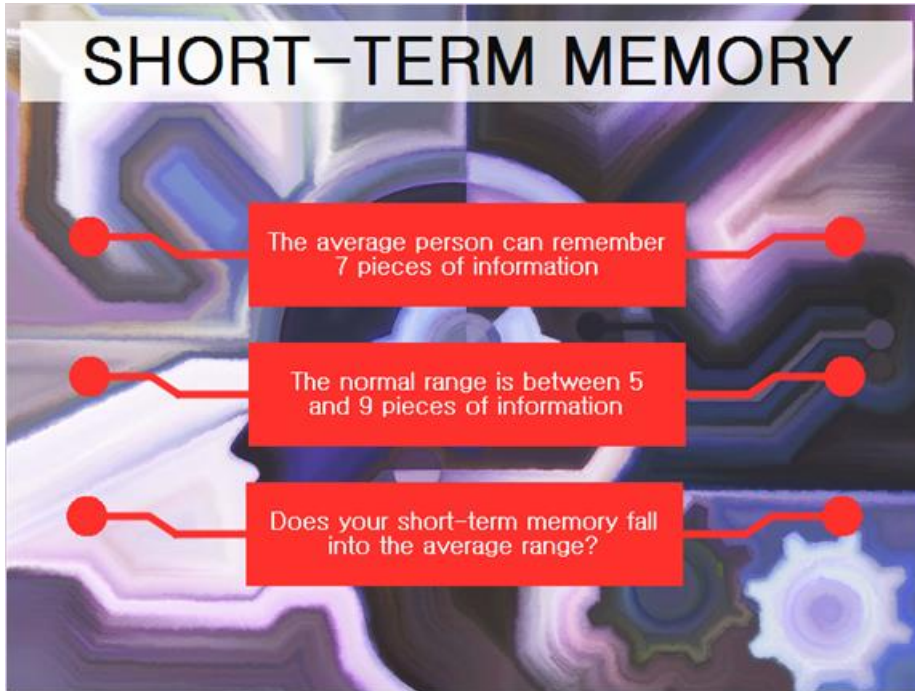
The graphic features a background of interlocking gears in shades of purple, blue, and white. Two red rectangular boxes with white text are overlaid on the image. The top box contains the title and the instruction. The bottom box contains the list of numbers. Red lines with circular endpoints connect the boxes to the background elements.

Compare your list of numbers to the list below. Tally the total you got correct.

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Short-Term Memory Continued



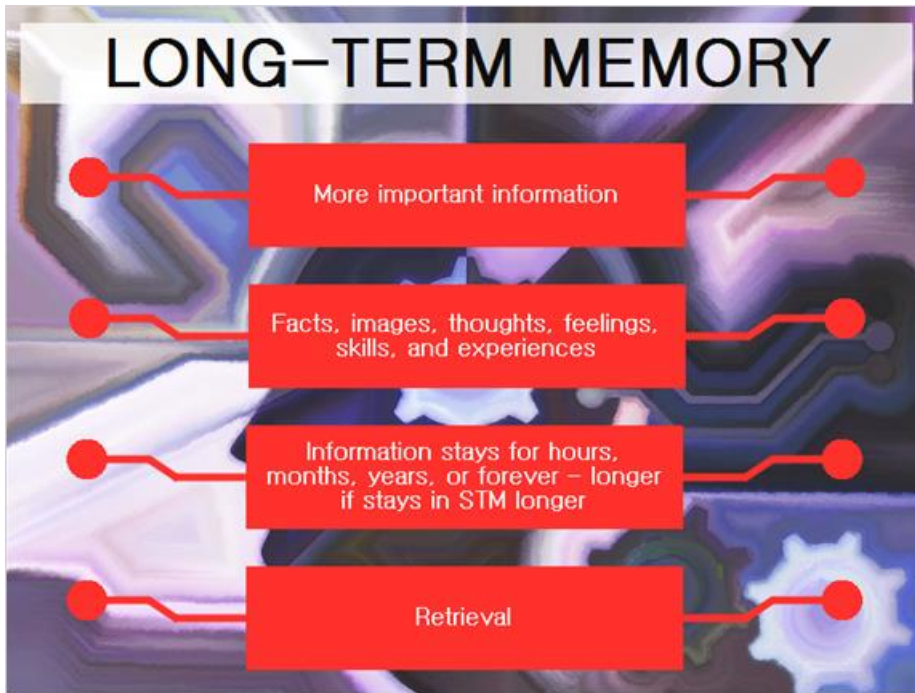
The average person can remember about seven pieces of information at a time, and the normal range is between five and nine pieces of information. This is the reason that the phone numbers in most countries are between five and seven digits long.

Does your short-term memory fall in the average range based on the number of digits you remembered in this experiment?

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Long-Term Memory



More important information proceeds to long-term memory. Types of information that go into long-term memory include facts, images, thoughts, feelings, skills, and experiences. Once something enters your long-term memory, it may stay for hours, months, years, or forever. Research says that the longer information remains in your short-term memory, the longer it is likely to stay in your long-term memory. When you are trying to gain access to information in your long-term memory, which is often difficult to do, it is called *retrieval*.