g. **Rehearsal-**

h. Massed practice- Known as an all nighter. Less time to take the information and encode it. You can’t make as many connections.

i. Distributed practice- Study over time. More time to review. Can catch things that you didn’t see before. More time to make connections and encode.

j. Iconic Image- Seeing, another word for image

k. Echoic- Auditory

l. Chunking- allows people to break things up to remember it better.

**Three parts of Encoding:**

Structural- Get the structure of it

Phonetic- Sound it out

Semantic- Give it meaning or definition

- Different ways people can encode information.

**Ways to enrich encoding:**

- Self referent- You take information and apply it to yourself.
- Visual Imagery- When you see an image and can relate it to something.

Method of Loci- A memory that you use to remember things so you put it in associated places. Being able to recall certain things about a certain location. EX: When you go into your kitchen and know where everything is.

2. Elaborative rehearsal-

   Storage model-

Sensory memory (attention/ recognition and encoding: hold for 1-3 seconds until you decide to hold it longer, very rich and detailed memory but quickly lost.)

→ STM

1) maintenance rehearsal

2) can hold bits of information ex: numbers, names. 20-20 second.

3) Holds information that you are currently thinking about or consciously know of.