"Memory" is defined as, "the retention of information or experience over time."

Selective attention: Focusing on a single activity while ignoring others.

Divided attention: Focusing on multiple things at once.

Sustained attention: The ability to keep focus on one thing for a long time.

Encoding: The process of putting information into memory storage; the first step in the memory process.

Elaboration: Formation of a number of connections around a stimulus during encoding.

Memory Storage: Occurs after memory is encoded and controls how information is retained and represented in memory.

Self-reference: Relating material to your own experience.

Dual-Code Hypothesis: Claims that memory for pictures is better than that for words, as pictures are stored in both verbal and image codes.

Atkinson-Shiffrin Theory: Claims that memory storage involves three separate systems, which are sensory memory, short-term memory, and long-term memory.

Sensory memory: Retains information about the world around you and lasts for a fraction of a second or a few seconds. Sensory Memory can be divided into echoic (auditory) memory and iconic (visual) memory.

Short-term memory: Lasts up to thirty seconds.

Long-term memory: Lasts up to a lifetime.

Chunking: A process that improves short-term memory by grouping information into higher order units that can be remembered as single units.

Rehearsal: Improves short-term memory by repeating information over and over.