

g. *Rehearsal-*

1. *Maintenance Rehearsal- repetition of information.*

- 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 enhance 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.*