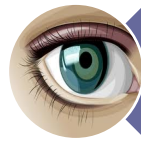


STEP 1: ENCODING

- Sensory info is put into memory codes



Acoustic
773-202-LUNA
(Can you hear the jingle?)



Visual
What kind of car would you buy if \$ was not an issue?
(Can you see the car?)

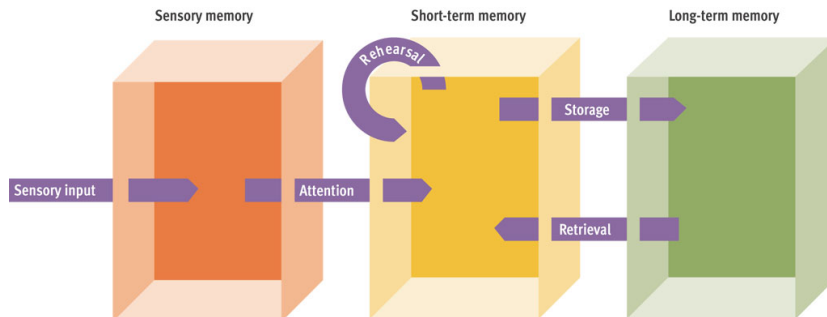


Semantic: General Meaning
Hay/Pig/Key/Dog
(Can you give meaning to this word list?)

STEP 2: STORAGE

- Keeping info over a period of time.

- “It’s like riding a bike.”
- “You can’t teach an old dog new tricks.”



TYPES OF MEMORY

Episodic

- Event Memories
- “I remember when...”

Semantic

- General Knowledge
- Doesn't involve memory of a specific event.
- “I know that...”

Procedural

- Hard to describe in words.
- “This is how you...”