What Is Memory in Psychology?

Worksheet

Memory is the mental process of encoding, storing, and retrieving information, commonly modeled in three stages: sensory memory, short-term (working) memory, and long-term memory, each differing in duration and capacity.

Questions

1. What are the three stages of memory in the classic multi-store model?

A) Sensory, short-term, long-term memory
B) Visual, auditory, tactile memory
C) Conscious, subconscious, unconscious memory
D) Explicit, implicit, procedural memory

2. Without rehearsal, how long does information typically last in short-term memory?

A) About 15-30 seconds
B) About 24 hours
C) About one week
D) Indefinitely

3. What does 'encoding' mean in the context of memory?

A) Converting information into a form the brain can store
B) Deleting unused memories
C) Physically moving memories between brain regions
D) Only recalling emotional memories

4. Which type of memory has essentially unlimited storage capacity?

A) Sensory memory
B) Short-term memory
C) Long-term memory
D) Working memory

5. You look up a phone number, repeat it to yourself, and dial it, but forget it a minute later. Which memory stage was primarily used?

6. You can vividly recall your childhood home's layout even though you haven't visited in 15 years. Which memory stage stores this information?

7. A student uses spaced repetition (reviewing flashcards over several days) instead of cramming the night before an exam. Why is this more effective for memory?

8. Define: What is sensory memory?

9. Define: What is short-term (working) memory?

10. Define: What is long-term memory?

Answer Key

1. A) Sensory, short-term, long-term memory - The Atkinson-Shiffrin multi-store model describes sensory, short-term, and long-term memory.

2. A) About 15-30 seconds - Short-term memory typically fades within roughly 15 to 30 seconds unless actively rehearsed.

3. A) Converting information into a form the brain can store - Encoding is the first step of memory: transforming sensory input into a storable mental representation.

4. C) Long-term memory - Long-term memory is believed to have virtually unlimited capacity and can last a lifetime.

5. The number entered sensory memory briefly when you read it Repeating it kept it active in short-term memory Without further rehearsal or meaningful encoding, it decayed and was not transferred to long-term memory

6. The information was encoded and rehearsed enough times during childhood to be stored It was transferred into long-term memory Long-term memory has no strict time limit, so it can be retrieved decades later

7. Cramming keeps information mostly in short-term memory, which decays quickly Spaced repetition forces repeated retrieval and re-encoding over time This strengthens the neural connections needed to move information into stable long-term memory

8. The very brief (under a few seconds) storage of raw sensory information from sight, sound, and other senses.

9. A limited-capacity system (about 72 items) that holds information actively for about 15-30 seconds unless rehearsed.

10. A memory store with essentially unlimited capacity and duration, holding information from minutes to a lifetime.