

MEMORY RETENTION AND FORGETTING

MEMORY RETENTION

- A person can recall or retain experiences based on mental process of recognition or retention of information.

❑ ***Short term memory*** refers to the recent memory, and is usually only held for a very short period of time.

❑ ***Long term memory*** is a database where all the information that you have learnt is kept.

EMOTIONS

Amygdala

- is an important factor in adapting memories according to importance, based on the intensity of the emotions.

MEMORY RETENTION TOOLS

- ❑ **Visual organization** is by linking information to visual images, and organizing through similarities, where similar concepts or objects are grouped together based on certain characteristics.

■ Mnemonic Devices

□ Acronym

FORGETTING

**According to Munn (1967),
“Forgetting is the temporary
or permanent loss of the
ability to recall or recognize
something learnt earlier.”**

TYPES OF FORGETTING

FADING

occurs when we can no longer recall information from our memory because of disuse.

- ❑ We can prevent this type of fading by continuing to focus attention on the information, by constantly rehearsing it, or by transferring it to long-term memory; and
- ❑ by encoding the information as meaningfully as possible

INTERFERENCE

occurs when information gets confused with other information in our long-term memory.

- ❑ ***Retroactive interference*** occurs when previously learned information is lost because it is mixed up with new and somewhat similar information.
- ❑ ***Proactive interference*** occurs when *current* information is lost because it is mixed up with previously learned, similar information.

SUPPRESSION

- is a term derived from Freudian psychotherapy that refers to the subconscious urge from within our personalities to eliminate unpleasant or threatening information from our memories.

**THANK
YOU!**