Forgetting: why? theories:

* Decay: active in the hippocampus, detailed memories with contextual info are subjected by it. We don't understand how it works in neural level
* Interference> different types
  + proactive: disruption of memory by previous learning. Experically when the info is similar to what we already know, the old material is strong so it is difficult to remove it. Memory search is too broad and indude material previously learned.
  + retroactive: disruption of memory for previously learned material by other learning during retention interval. How to reduce it? telling people to focus on the differences of what they’re learn

Limitations

1. it is studied mostly for explicit memory
2. it does not explain why it decreases over time

Forgetting is motivated; we don't remove info casually. According to Freud we remove traumatic memories (it’s done automatically to reduce anxiety). We may recover these memories after years, but they’re often false (when they’re “created” by therapist suggestions)

Can we decide to forget something? Directed forgetting, two methods. Item memory, list memory.

EP (encoding specific principle) theory. We lack the appropriate cues so we are not able to extract it

Strenghts:

* info overlap predicts many finding
* info apparently forgotten is within long time memory, buy inaccessible without appropriate cues.

Limitations

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Consolidation theory: process by which a temporary lable memory is transformed into a more stable