**BAHRIA UNIVERSITY (KARACHI CAMPUS**)

**Introduction to Psychology (Psy- 102)**

**Assignment 02**

**Fall 2023**

**Class: BSE 3B Shift: Morning**

**Course Instructor: NUMERA YOUNUS Due Date: 27 Nov 2023**

**Assignment Date: 21 Nov 2023 Marks: 2.5 Points**

**Student Name: ABDULLAH Registration #: 81962**



**Question:**

Summarize the key concepts of memory in 250-300 words.

**Answer:**

Memory is the ability to acquire, store, retain, and retrieve information. It is crucial for learning, decision-making, and overall cognitive functioning. There are three major processes involved in memory:

1. **Encoding:** It is the process of transforming information into a usable form, which is then stored in memory for later use.
2. **Storage:** It is the process of maintaining information in memory over time.
3. **Retrieval:** It is the process of recalling information that has been previously encoded and stored.

Memories are created through the connections that exist between neurons in the brain. Strengthening these connections helps commit information to memory. However, this process is not flawless, and sometimes people forget or misremember things.

There are different types of memory, including sensory memory, short-term memory, and long-term memory. Sensory memory is the brief storage of sensory information. Short-term memory is the temporary storage of information that is currently being used. Long-term memory is the storage of information over an extended period. Memory problems are often minor annoyances, but they can also be a sign of serious conditions such as Alzheimer's disease and other kinds of dementia. It is important to take steps to improve and protect your memory. Reviewing and rehearsing information improves the ability to remember it. Memory problems can be a sign of serious conditions such as Alzheimer's disease and other kinds of dementia, so it is important to take steps to improve and protect your memory.