**Human Computer Interaction**

**Sensory Memory:**

During every moment of an organism's life, sensory information is being taken in by sensory receptors and processed by the nervous system. Sensory information is stored in sensory memory just long enough to be transferred to short-term memory. **Sensory memory helps us make sense of the world around us, but this type of memory is limited and very brief.**

**Working memory:**

Working memory, or operative memory, can be defined as the set of processes that allow us to store and manipulate temporary information and carry-out complex cognitive tasks like language comprehension, reading, learning, or reasoning. Working memory is a type of short-term memory.

**Short-term memory:**

Short-term memory (or "primary" or "active memory") is the capacity for holding, but not manipulating, a small amount of information in mind in an active, readily available state for a short period of time.

**Episodic memory:**

Episodic memory is the memory of personal experiences and specific events, including location, time, and emotions. **For example**, knowing that football is a sport is an example of semantic memory.

**Semantic memory:**

Semantic memory refers to a portion of long-term memory that processes ideas and concepts that are not drawn from personal experience. Semantic memory includes things that are common knowledge, such as the names of colors, the sounds of letters, the capitals of countries and other basic facts acquired over a lifetime.

**Associative memory:**

Associative memory is defined as the ability to learn and remember the relationship between unrelated items. This would include, for example, remembering the name of someone or the aroma of a particular perfume.

Long-Term Memory. A long-term memory is anything you remember that happened more than a few minutes ago. Long-term memories can last for just a few days, or for many years. Long-term memories aren't all of equal strength.