

## Basic Model of Memory

Sensory Memory	---> encodes	Short Term Memory (Working)	-----> encodes <----- retrieves	Long Term Memory
1/10 sec to 3 seconds		45 sec w/o rehearsal, a few minutes with rehearsal.		potentially forever
broken into senses		rehearsal occurs here, 5-9 chunks, organization		different types - explicit / implicit
mostly unconscious, but... filters (my name, sex) conscious?		new info compared to schema/ script		schemas/ scripts stored here

**Chunks:** meaningful unit of information

\$ is “dollar sign,” one chunk for many people

§ is “2 S’s, one on top,” three chunks

or one chunk: Subsection in Legal documents, if you’re in legal field