Memory Strategies (Mnemonics)

Simply put, memory is the mental activity of recalling information that you have learned or experienced.
What is mnemonics?

- Mnemonics is a method for enhancing memory
- Mnemonic devices are tricks one uses to help memorize something.
A little history...

- Memories are stored in the hippocampus; this is the part of the temporal lobes that protrudes on both sides of the brain, just below your temples.
- Wilder Penfield, a Canadian surgeon, is the person who discovered where our memories are stored.
- This happened in the 1930’s.
<table>
<thead>
<tr>
<th>Short-term memory</th>
<th>Long-term memory</th>
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<td>Decays rapidly</td>
<td>Storage for larger amounts of info for a long period of time</td>
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<td>Acts as a scratch pad</td>
<td>It’s a process, not a place</td>
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<td>Very limited – can hold 7-9 bits of info at a time</td>
<td>Two types: episodic (memory of events &amp; experiences) and semantic (structured record of facts, concepts, &amp; skills).</td>
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<td>More than 9 – hippocampus lets it escape or directs it to long-term memory.</td>
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LONG TERM MEMORY

DECLARATIVE (FACTS)  PROCEDURAL (SKILL)

SEMANTIC

PREZ'S NAME
WORD MEANINGS

EPISODIC

YOUR LAST B-DAY PARTY

RIDING A BIKE
PLAYING GUITAR
Certain areas of brain are especially important in formation and retention of memory

- **Hippocampus**: primitive structure deep in the brain. Plays the single largest role in processing information as memory.

- **Amygdala**: almond shaped area near hippocampus. Processes emotion and helps imprint memories that involve emotion.

- **Cerebral Cortex**: outer layer of brain. Stores most long-term memory in different zones.
Emotions and Memory

- It’s easier to remember information that is attached to your emotions rather than information that has no importance to you.
- This is simply because emotions are a big factor in everyone’s life.
- Think about it: when you get embarrassed, don’t you normally remember every detail of what happened?
Examples of Mnemonic Techniques and Other Memory Tricks

- Acronyms: word formed from the first letters or groups of letters in a name of phrase (ROY G. BIV)
- Sentences/Acrostics: like acronyms, but sentences are made (My Dear Aunt Sally)
- Rhymes and Songs: Rhythm, repetition, melody, and rhyme all aid memory (Fifty Nifty)
- Chunking: once important info. is determined, reduce number of items to remember
- Practice Makes Perfect.