

## Long-term Memory

- Relatively enduring store of information
- Includes facts, experiences, and skills we've developed over lifetime
- Differs from STM in several ways

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	SHORT-TERM MEMORY	LONG-TERM MEMORY
Capacity is...	7-9 stimuli	Virtually unlimited (est. 500 complete sets of Britannica)
Duration is...	20 seconds at most	Decades to <b>permastore</b>
Mistakes are...	Acoustic	Semantic

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## Primacy and Recency Effects

Küçük bir test yapalım!

Lütfen listeyi dikkatlice takip edin ve aklınızda tutmaya çalışın.

kapı

cam

güneşlik

pervaz

denizlik

ev

açık

perde

çerçeve

manzara

esinti

panjur

- Kapı
- Cam
- Güneşlik
- Pervaz
- Pencere
- Denizlik
- Ev
- Açık
- Perde
- Çerçeve
- Manzara
- Esinti
- Panjur

## Predicting What We Remember

- **Primacy effect** shows up in remembering stimuli that were presented first (LTM)
- **Recency effect** shows up in remembering stimuli that were presented most recently (STM)
- Also more likely to remember stimuli that are odd or distinctive

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Typical Serial Position Curve



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## Types of LTM

- What year was Turkey established as an independent state?
- What is the opposite of good?
- How old were you when you first tried to ride a bike?
- Where did you celebrate your last birthday?

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## Types of LTM

- **Explicit memory** is the process of recalling information intentionally
  - Require conscious effort
  - Also called declarative memory
- Divided into
  - **Semantic memory** (knowledge of facts)
  - **Episodic memory** (recollection of events in our lives)

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## Aşağıdaki Kelimeleri Yüksek Sesle Okuyunuz

Ev  
Top  
Uyku  
Kral  
Lastik  
Gitar  
Yüzme

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### Types of LTM

- **Implicit memory** is recalling information that we don't remember deliberately
  - Unlocking our front door
  - Tying our shoelaces
- Includes habituation, classical conditioning, and other forms of learning

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### Types of Implicit Memory

- **Procedural memory** refers to motor skills and habits
  - Riding a bicycle, touch typing
  - «Know how» memory
- **Priming** is our ability to identify a stimulus more easily or more quickly after we've encountered similar stimuli

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### Fill in the blanks:

K \_ \_ \_ \_

Remember *Queen* from the word list? If you said *King*, you demonstrated a priming effect

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### Implicit Memory

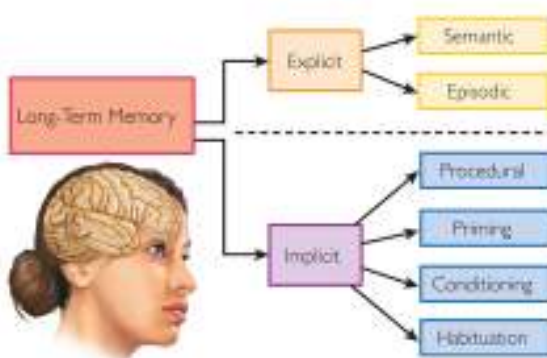
- Existence proofs of the distinction between explicit and implicit memory
  - Damasio (2000) reported a patient named David
  - Left and right temporal lobes destroyed by a virus
  - He has no explicit memory for anyone he's met
  - When questioned for which of those people he would asked for help, he chooses those who had been kind to him
  - David has no explicit memory but he has intact implicit memory

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### Temporal Lobe



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