

# Memory

How good is yours?



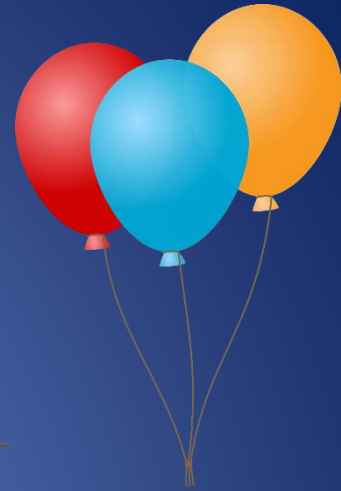
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2673019

Let's get  
that brain  
warmed  
up

me right	<u>    </u> read <u>    </u>	o_er_t_o_	<b>CHANCE</b>
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settle	BIG BIG ignore ignore	\$O all all all all	<b>COFFEE</b>
time time	<b>HEART</b>	chair	chawhowhonge
<u>NO</u> <u>NO</u> RIGHT	<b>1111</b>	SITTING THE WORLD	ME 1ONE11

he {art	ar up ms	every right thing	<b>LO</b> <small>HEAD HEALS</small> <b>VE</b>
<b><u>KNEE</u> LIGHTS</b>	R/E/A/D/I/N/G	fer very esting	<b>F</b> <b>R</b> <b>I</b> <b>E</b> <b>N</b> <b>D</b> <b>S</b> <b>STANDING</b> Miss <b>F</b> <b>R</b> <b>I</b> <b>E</b> <b>N</b> <b>D</b> <b>S</b>
<b>F</b> <sup>I</sup> <b>G</b> <sup>H</sup> <b>T</b>	<b>WALKING</b>	time time	<b>T</b> <b>O</b> <b>O</b> <b>C</b> <b>H</b>
<b>ground</b> feet feet feet feet feet feet	one kind another one kind another one kind another one kind another one kind another	TAKE ONE MEAL TAKE ONE MEAL TAKE ONE MEAL	<b>DICE</b> <b>DICE</b>
<b>COSTS</b>	<b>1,000 1000</b>	<b>S</b> <b>O</b> <b>C</b> <b>K</b>	<b>0</b> <b>M.D.</b> <b>B. A.</b> <b>Ph. D.</b>





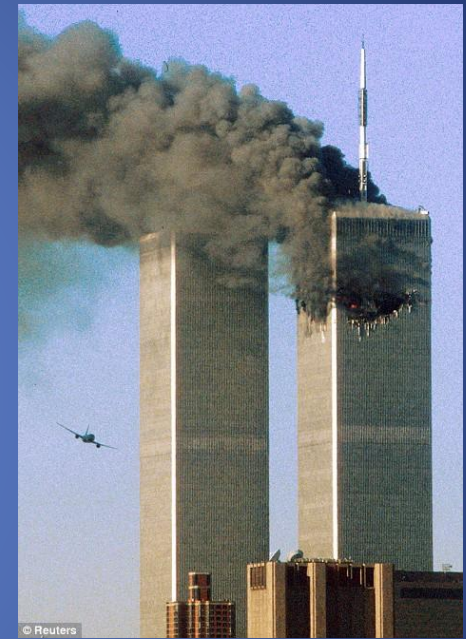
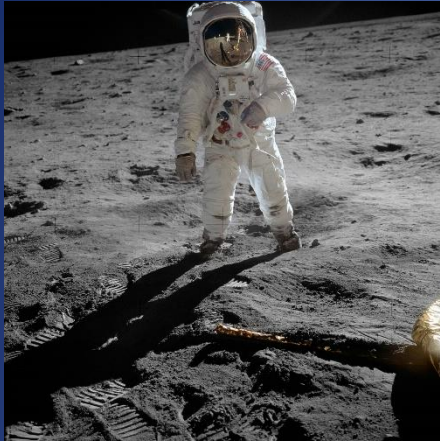
Three Words

BALL

FLAG

TREE

I remember exactly what I was doing,  
and feeling when....



# Flashbulb Memory

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A unique and highly emotional moment may give rise to a clear, strong, and persistent memory called **flashbulb memory**. However, this memory is not free from errors.



President Bush being told of 9/11 attack.





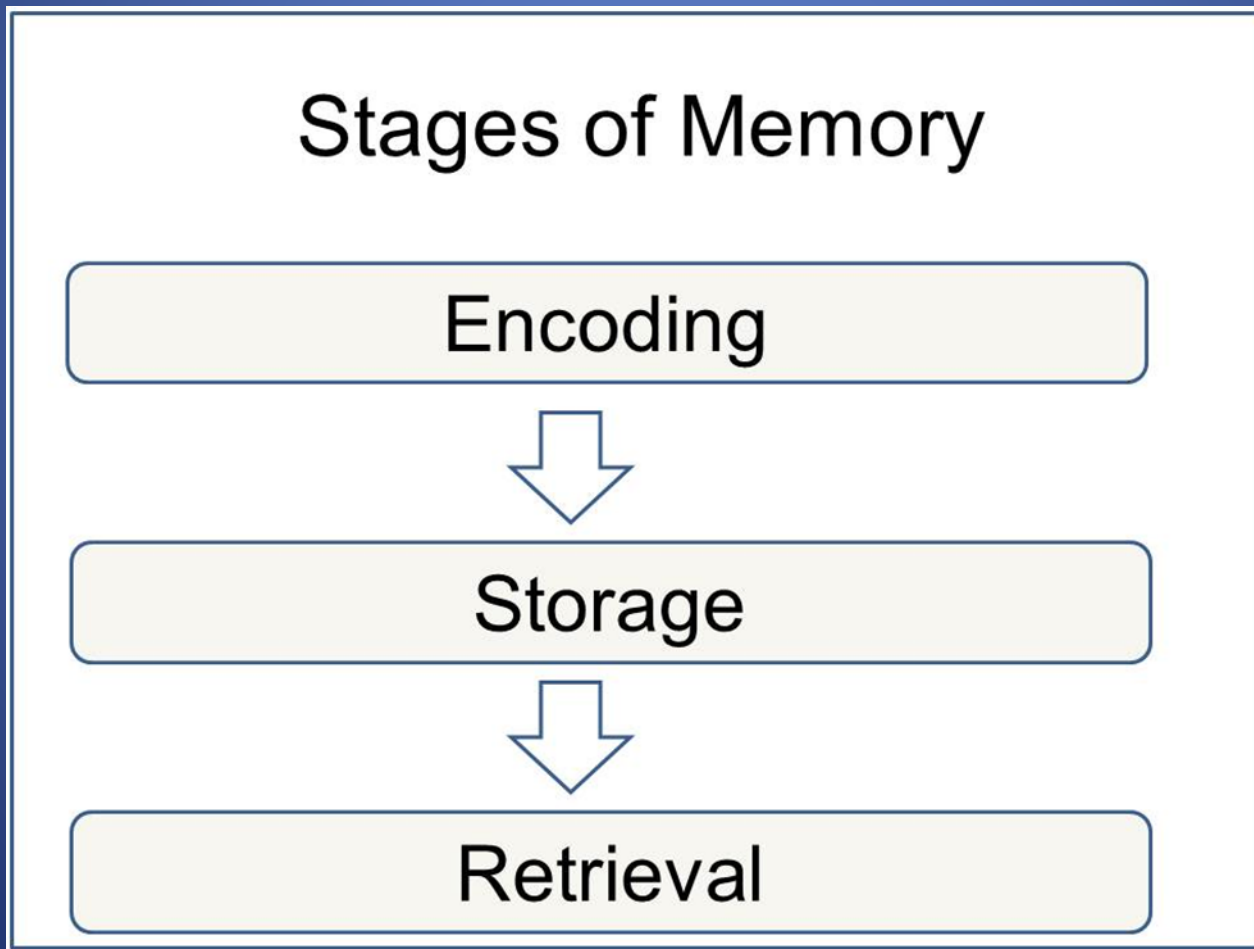
Without a memory of the past we cannot operate in the present or think about the future.

We would not be able to remember what we did yesterday, what we have done today or what we plan to do tomorrow.

Without memory we could not learn anything.

For memory to properly function, information must be correctly received through the senses

Three important aspects of information processing



# Memory Encoding

There are three main ways in which information can be encoded (changed):

- 1. Visual (picture)
- 2. Acoustic (sound)
- 3. Semantic (meaning)

# Memory Retrieval

## RETRIEVAL

- Retrieval is the process of getting information out of memory.
- Retrieval cues are stimuli that can be used to help retrieve memories.
- Priming is the process of identifying traces (perhaps associations made at the time the memory was formed) that lead to a memory.

Retrieval clues-  
Sound, picture, taste, meaning  
and many more



# Memory as we age

- The hippocampus, a region of the brain involved in the formation and retrieval of memories, often deteriorates with age. Hormones and proteins that protect and repair brain cells and stimulate neural growth also decline with age. So.....

## Short-Term Memory



# 7 Tips to Improve Memory

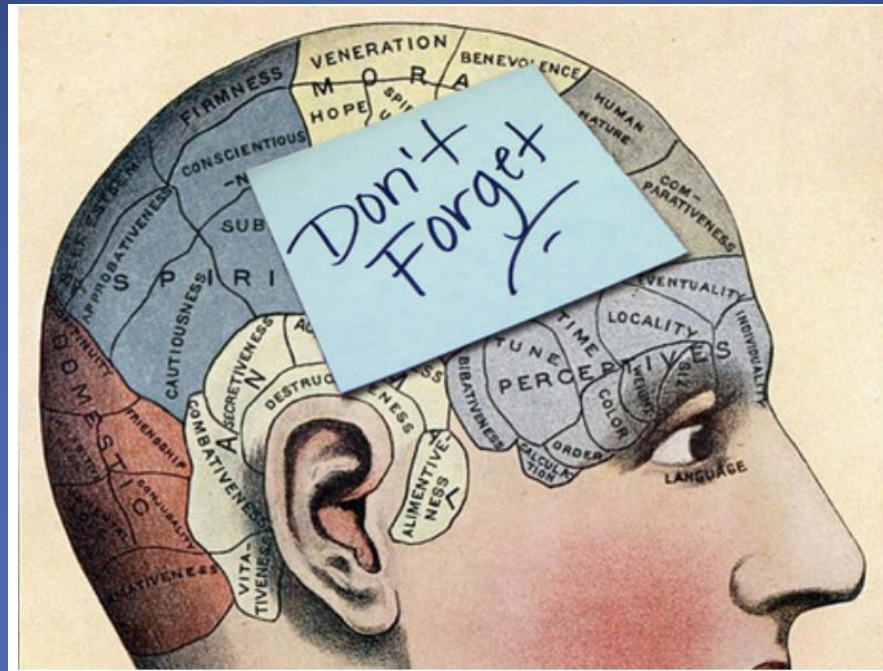
- Stay mentally active
- Socialize regularly
- Get organized
- Sleep well
- Eat healthy
- Physical activity
- Manage chronic conditions
- Seek help for memory loss

# The difference between men and women's brains

- It is literally mind blowing!

<https://youtu.be/SZ6mVumHY9I>





What was the number I stated at the beginning of the lecture?

What are the 3 words?

Name the 13 pictures you saw at the start of the lecture

Thank you

Questions?

