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**emory**

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# About Sensory Memory

- The sensory memories act as buffers for stimuli received through the senses.
- A sensory memory exists for each sensory channel:
  1. *Iconic memory* for visual stimuli.
  2. *Echoic memory* for aural stimuli.
  3. *Haptic memory* for touch.
- These memories are constantly overwritten by new information coming in on these channels.

**Function**—process for basic physical characteristics

**Capacity**—large, can hold many items at once

**Duration**—very brief retention of images 3 sec for visual info, 2 sec for auditory info



# What is Sensory Memory?

- Is the shortest-term element of memory.
- The ability to look at an item for a second and then remember what it looked like.
- It is processed approximately 200-500 milliseconds after an item is perceived.
- Sensory memories the Shortest term element of memory.
- In order for anything to enter our memory, it must be picked up by our senses( taste, touch, sight, hearing and smell).
- Sensory memory makes use of these five senses in order to be developed.



## Type 1: Iconic Memory

- Holds visual information.
- Store Visual information like Letters, Digits, Colors, Shapes and Orientation etc.
- Iconic memory is a type of sensory memory.
- Hold information in just milliseconds before fading.
- The word iconic refers to an icon, which is a pictorial representation or image.

## Type 2: Echoic Memory

- Echoic memory is the sensory memory that register specific to auditory information (sounds).
- Once an auditory stimulus is heard, it is stored in memory so that it can be processed and understood.

- Echoic memory

- a momentary sensory memory of auditory stimuli
- if attention is elsewhere, sounds and words can still be recalled within 3 or 4 seconds





## Example: Echoic Memory

### Example 1:

This has ability to ascertain the direction from which sound originates & Information received by the ears.

### Example 2:

Have you ever had someone ask you a questions when you are reading ? You ask them to repeat the questions.

### Example 3:

Person #1: "What time is it?"

Person #2: "What did you say? Oh, 2:30."

## About Haptic Memory

Haptic memory is a form of sensory memory that refers to the recollection of data acquired by touch after a stimulus has been presented. Similar to visual iconic memory, traces of haptically acquired information are short lived and prone to decay after approximately two seconds.







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