

## Factors that Influence Forgetting

Concept	Description	Example
Encoding failure	The information never got to long-term memory because it was not properly encoded.	Which penny is real?
Interference Proactive  Retroactive	Forgetting in which an old memory (the past) interferes with remembering a new memory; forward-acting memory interference.  Forgetting in which a new memory interferes with remembering an old memory; backward-acting memory interference (eg. "going home", false memories).	I have a hard time remembering my new phone number. I often get it mixed up with my previous phone number.  I go back to visit my parents every Christmas. Since I have been doing laundry with a different machine, I have a hard time remembering how to use the one at home.
Motivated forgetting Suppression Repression	Conscious forgetting Unconscious forgetting	Supper Regurgitate
Decay	Forgetting is due to normal metabolic processes that occur in the brain over time.	

## **Severe Memory Loss and the Biological Basis of Memory**

<b>Type of amnesia</b>	<b>Definition</b>	<b>Example</b>
Retrograde	Backward-acting memory loss; especially for episodic memory. It is believed that the process of memory consolidation is impaired with severe blows to the head.	Trevor Reese Jones (Princess Diana's bodyguard) has retrograde amnesia.
Anterograde	Loss of memory caused by the inability to store new memories; forward acting memory loss.	H.M. could not form new explicit memories (episodic and semantic), but could learn and form new procedural memories.
Infantile	The inability to remember experiences during childhood. This is generally attributed to the lack of organization about the world and information is quickly lost as well as an immature hippocampus that prevents us from encoding explicit memories.	

