**Encoding: Getting information in**

**Automatic processing**is the unconscious encoding of incidental information. It occurs with little or no effort, without our awareness, and without interfering with our thinking of other things. An example would be*.*

**Effortful processing** is encoding that requires attention and conscious effort such as memorizing these notes for the AP Psychology exam*.*

After practice, effort processing becomes more automatic. For example, learning how to type, or learning a new language requires much effort at first but will eventually become effortless.

The following  notes suggest why we remember certain things more than others:

**-Next-in-line effect**: when people go around circle saying names/words, poorest memories are for name/word person before them said.

-Information received before sleep is hardly ever remembered as consciousness fades before processing is able to take place.

-We retain information better when rehearsal is distributed over time, a phenomenon called the **spacing effect.**Remember, spaced study beats cramming!!!

-When given a list of items and ask to recall them, people often demonstrate the **serial position effect**or the tendency to recall best the last and first items in a list.

Memory can be boosted through **rehearsal**, the conscious repetition of information, either to maintain it in consciousness or to encode it for storage

Rehearsal will not encode all information equally well because we process information in 3 ways:

1. **Semantic encoding**: encoding of meaning, including the meaning of words.

2. **Acoustic encoding**: encoding of sound, especially the sound of words.

3. **Visual encoding**: encoding of picture images.