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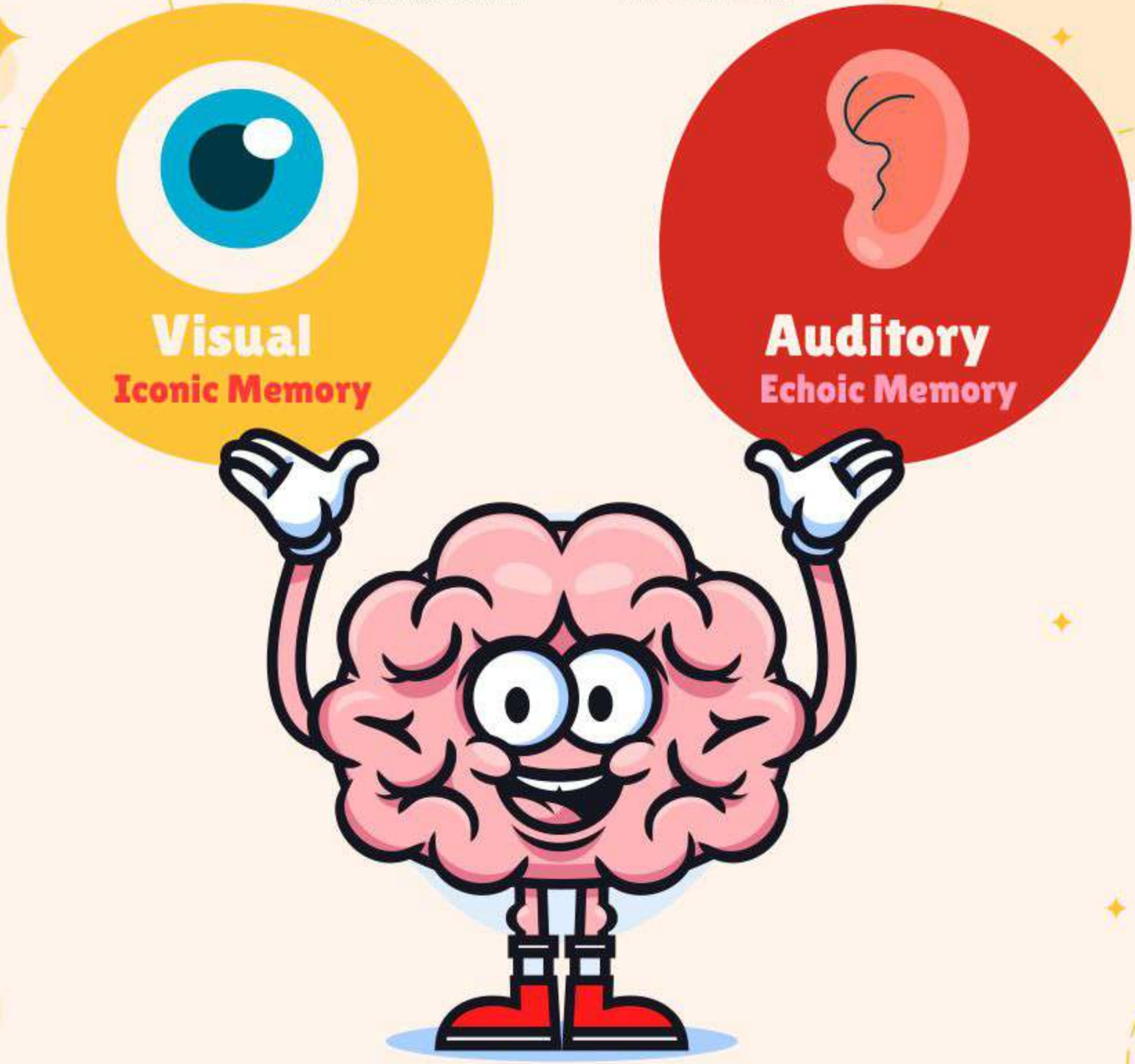

Sensory Memory

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Sensory memory is the initial stage of memory where information first enters the nervous system through our senses, such as sight and hearing. At this stage, the brain briefly holds a large amount of sensory input before deciding whether to discard it or transfer it to short-term memory.

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Iconic Memory
(Visual)

Iconic memory refers to the visual component of sensory memory, capturing images for just a fraction of a second. For example, if you quickly glance at an object and then look away, the image of that object remains in your mind for a short period. This process enables the brain to efficiently process visual information, even if we only see it for a very short time.

Capacity

Can hold everything visible at a single moment.

Duration

Lasts approximately 0.25 to 0.5 seconds before fading.

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Echoic Memory (Auditory)

Echoic memory deals with auditory information and is crucial for processing spoken language. For instance, when someone speaks, echoic memory allows you to remember the last few words long enough to understand the message, even if you weren't fully paying attention. This type of memory helps you respond accurately in conversations and recall sounds immediately after hearing them.

Capacity

Limited to what can be heard at one moment.

Duration

Lasts about 2 to 4 seconds, which is longer than iconic memory.

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