ET 2-2: Outline principles that help improve memory functioning at each stage:  
- encoding - attention, chunking, serial positioning effect, deep versus shallow processing, and rote rehearsal  
- storage - decay theory, elaborative rehearsal, spacing effect, method of loci, and link method  
- retrieval - retrieval cues and priming

Key   
 = VT = Ex  
 = VP

Improving Memory

Encoding

Storage

Retrieval