

The seven sins of memory developed by Daniel Schacter, a memory researcher, are categorized into three types. They are sins of forgetting: transience, absentmindedness, and blocking. Sins of distortion: misattribution, suggestibility and bias. Sins of intrusion: persistence.

Transience means decay of memory. This is the natural result of aging as memories are forgotten over time. Absentmindedness is lapse of memory. An example would be I leave my house to go to work remembering that I left the coffee pot on. When I get inside the house, I suddenly forget why I came back. Blocking is when we try to remember something and it's on the tip of the tongue. The file cabinet is open but we are having a hard time pulling out the file. An example is we know the name of a familiar song. We hear the song and know the name of the song but take a little longer than unusual to recall it. Misattribution is a memory where we confuse the source of information. For example I have two sisters. I took sister #1 to get ice cream. Another time I took sister #2 to the theatre. One day I confuse the information thinking I took sister #1 to the theatre and sister #2 to get ice cream. Suggestibility is the creation of false memory. This is one of the dangers of hypnosis. Bias is when we have a memory but it's controlled by our feelings and view of the world. So when we recall the memory the information of it is distorted. Persistence the last sin of memory is that annoying memory that repeats itself over and over again. For example, because the song on my alarm clock radio was the last thing I heard before leaving the house in the morning I recall the memory of that song all day when I don't want to.