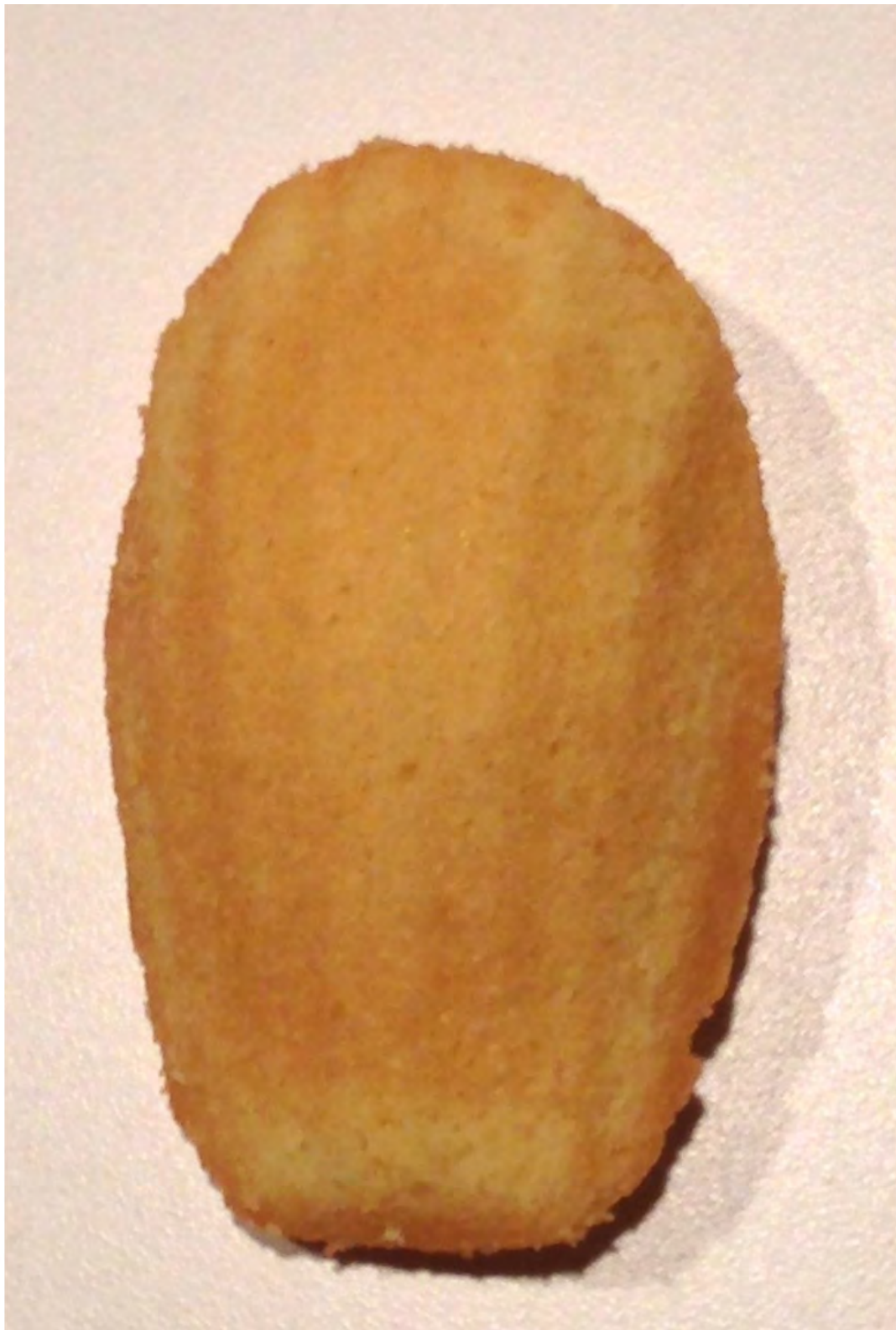




DISCLOSURES

No income or benefit from pharma
Partner/Author: Brain Educators LLC
braineducators.com
publisher of The Brain Card®
neuropsychiatry pocket reference







Simonides



566-468 BCE

**What if we had
PERFECT recall?**

THE HUMAN BRAIN CAN THEORETICALLY HOLD THE EQUIVALENT OF 2.5 PETABYTES OF DATA

Paul Reber Sci Amer 4/19/10

How much is a petabyte?

1 Byte=True/False

1 Kilobyte=1 word

1 Megabyte=500 pg book or
1 min of MP3 audio

1 Gigabyte=20 min video
(4.7 gigabytes=DVD)

1 Terabyte=60 stacks of paper
the height of the Eiffel Tower
or 200,000 photos or songs

1 Petabyte=1000 terabytes or
1 million gigabytes



2.5 Petabytes could store
about 300 years of standard
def TV

or 25% of the US Library of
Congress' entire print and
media collections

Memory Palaces: Castles in the Air

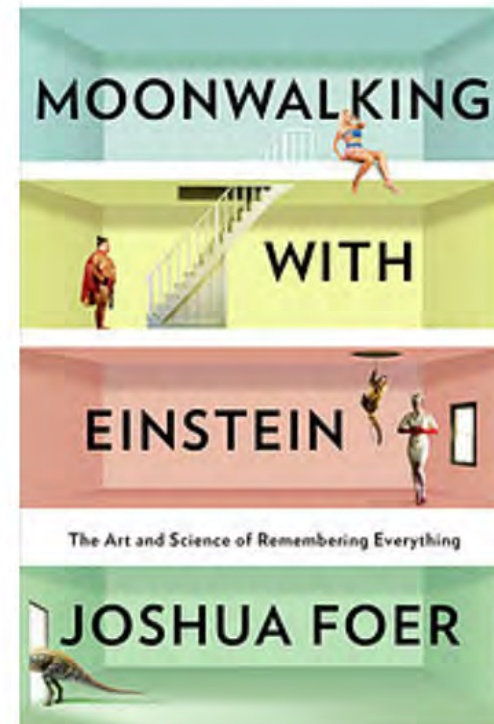


Sir Francis Bacon
1561-1626

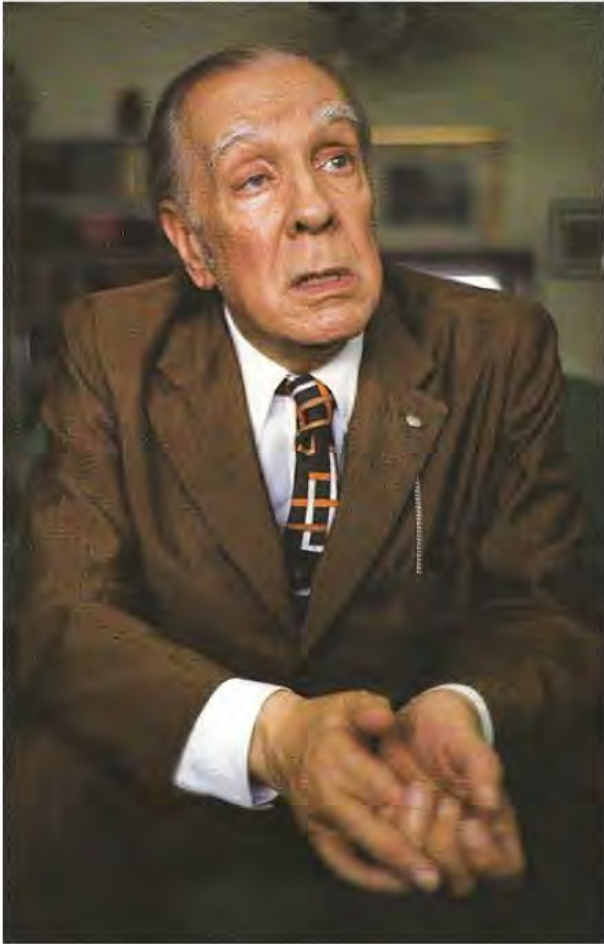
On mnemonic devices:

Of ostentation prodigious,
but fundamentally barren.

...matters of strangeness
without worthiness.



PERFECT recall may **not** be so perfect



Jorge Luis Borges

Funes the Memorious

Perfect recall since a brain injury at 19. He was bothered that a dog at 3:14 seen from the side would have the same name as a dog at 3:15 seen from the front.

Tortured by his memory, the fictional Funes could barely sleep.

If we remembered everything, we should on most occasions be as ill off as if we remembered nothing.”

Wm James



Prodigious memory or pattern recognition usually comes at a social cost



Kim Peek
1951-2009

A calendar savant with social deficits.
Could remember details of 12,000 books he'd read. Inspired the character Raymond in the Rain Man.
Not autistic. His hemispheres were disconnected due to FG Syndrome.

Solomon Shereshevsky
1886-1958

a journalist called on carpet for not taking notes at an important meeting

SYNESTHESIA, NORMAL IQ
METAPHOR A MYSTERY TO HIM



**Why are
some
memories so
powerful?**

EMOTIONAL VALENCE



Emotional (limbic) valence aids memory

Flashbulb memory of traumatic events

Stores so much data that time can appear to slow down

The brain stores the data AND the emotional importance (valence)

Common Flashbulb Memory: 9/11

Without emotional valence we are not changed by our memories



The Capgras Delusion

A family member has been replaced by an imposter



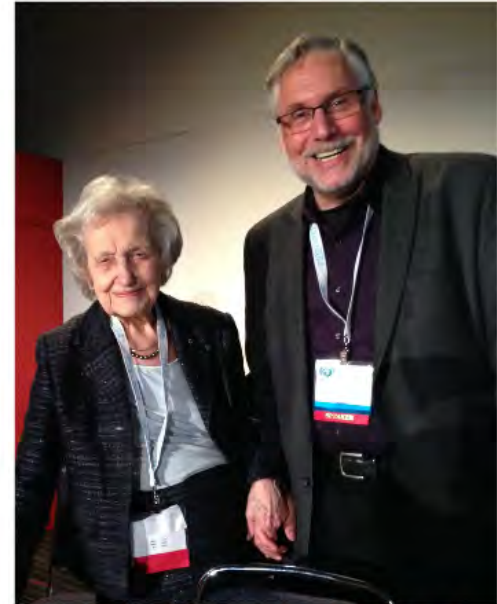
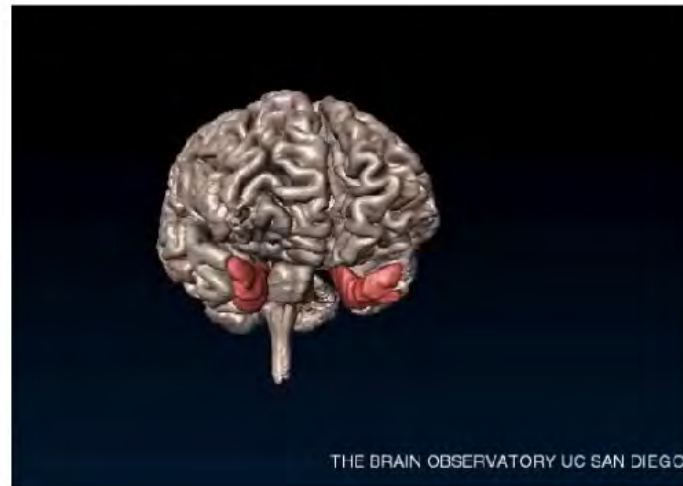
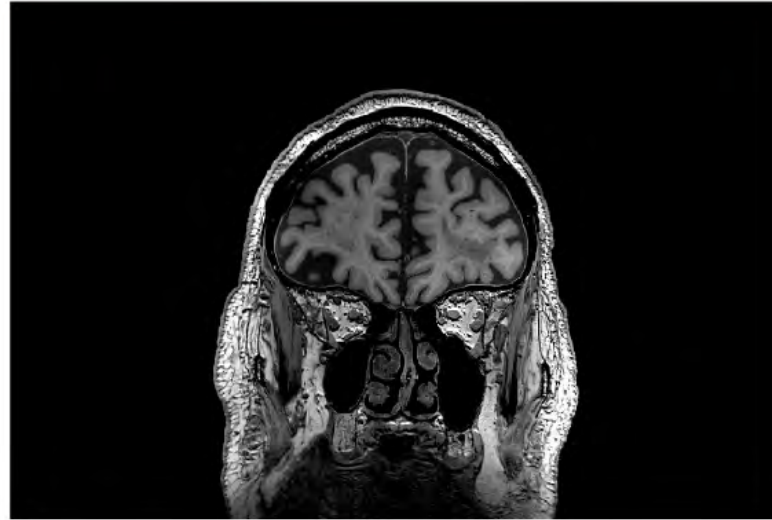
The face is the same but there is no emotional connection (no emotional valence) so the person doesn't feel familiar

Without emotional valence memories don't feel familiar

What if we had NO ability to remember?



HM



with Brenda Milner



Can this degree of amnesia occur without the help of a surgeon?



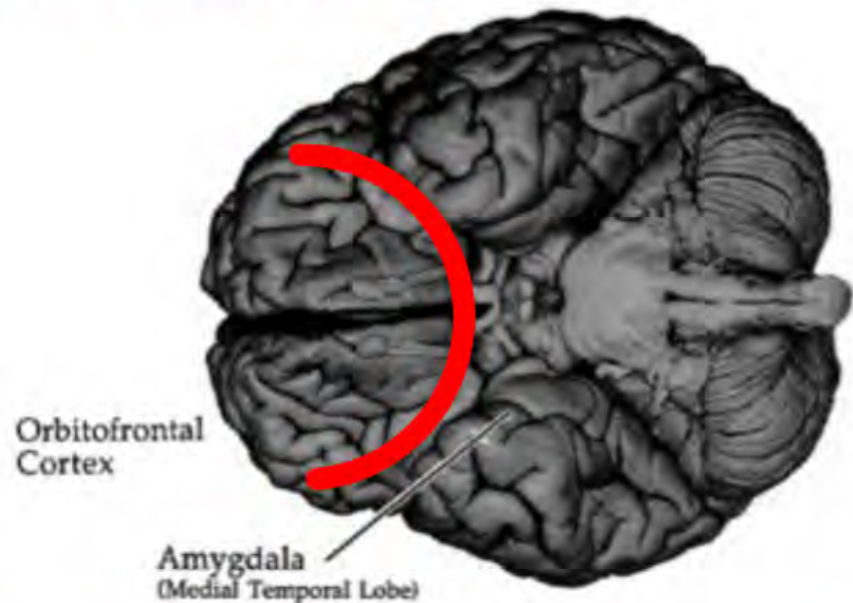
© Jiri Rezac Photogra



WHY DO SOME AMNESICS SPIN TALL TALES TO FILL IN THE GAPS?

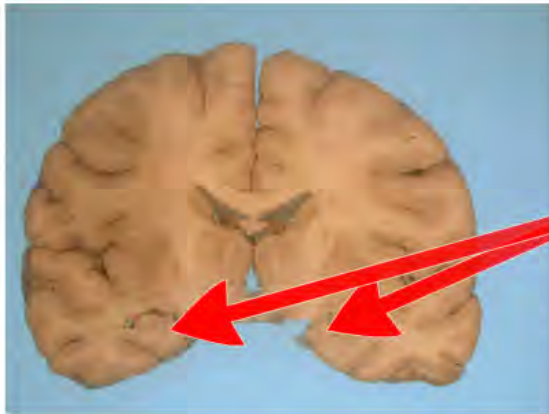
Confabulation (honest lying) may require orbitofrontal damage

This causes loss of self monitoring



How do we remember?

A thought is put in working memory



The hippocampus consolidates it, puts it somewhere and keeps a map of where it went

Long term memories may be stored in temporal association cortex

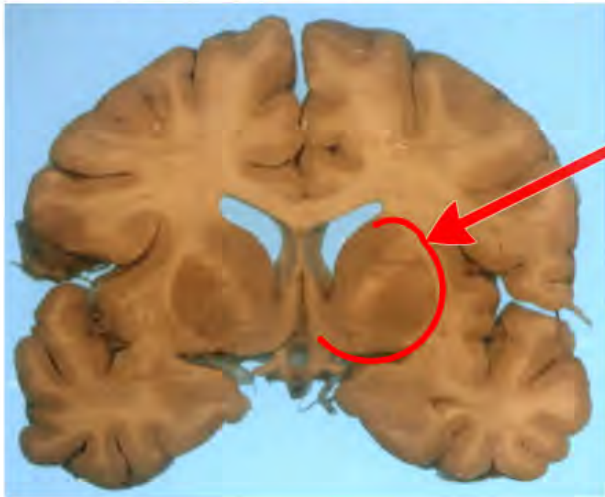


THAT'S HOW DECLARATIVE MEMORY MAY WORK

But HM could learn new motor skills without his hippocampus

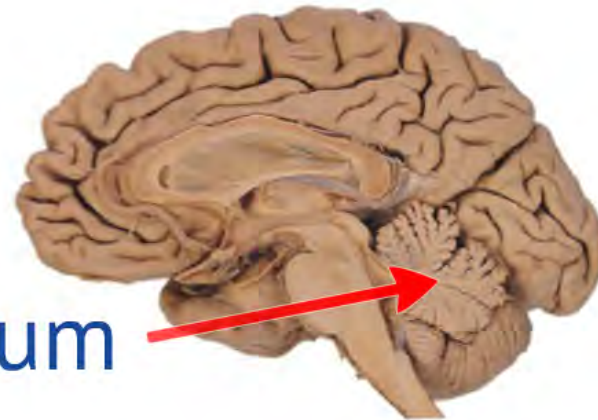


Long term PROCEDURAL (motor) MEMORY is different



Your basal ganglia learn how to ride a bicycle

And store this kind of learning in your cerebellum





AUTOBIOGRAPHICAL MEMORY IS DIFFERENT THAN MEMORY FOR FACTS

Episodic (autobiographical) memories are stronger due to emotional valence

The memory of relationships is more autobiographical than factual



AI has incredible autobiographical memory but her memory is only average for other things

Parker et al, Neurocase 2006

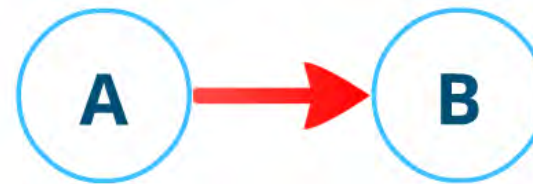


A close-up, profile shot of a woman with dark hair pulled back, wearing a dark top and a long, thin earring. She is looking slightly to the left and appears to be speaking. The background is dark and out of focus. In the bottom left corner, the '60 MINUTES' logo is visible in white.

60
MINUTES

MEMORIES CHANGE NEURONS

Experience may be encoded in memory by
LONG TERM POTENTIATION



The more neuron A stimulates neuron B, the more efficient neuron B becomes

Neuron B can become sensitized for many years, thought to be the basis of long term memory

Eric Kandel demonstrated dendritic spine growth with learned behavior in aplysia



MEMORY CAN CHANGE OUR BRAINS



THE KNOWLEDGE

Every street within 6 miles of Charring Cross

25000 streets

20000 landmarks

Posterior hippocampus grows in those who pass The Knowledge & shrinks to normal when they retire (not in bus drivers or mnemonists)

REMEMBERING CAN BE PAINFUL



Trauma memory can be intense & long-lasting

Memory may be inaccurate but feel true: FALSE MEMORY SYNDROME

Recall reconsolidates (and changes) a memory

Don't believe everything you think (Gabbard)



FEAR MEMORY CAN BE MANIPULATED

Memories can be implanted

Loftus E Sci Amer 277 (1997) 70



allstate.com

Emotional Valence can be changed in an Optogenetic Mouse Model



HC dentate neurons encode memory
BLAmyg neurons encode valence (fear vs reward)
Mice habituated to positive or negative valence
memories could have valence switched!

Redondo RL et al, Nature 513 (2014) 426

NOT REMEMBERING CAN BE PAINFUL

But HM did not appear pained by his amnesia

Amnesia after traumatic brain injury is typically painful

And word finding issues of normal aging drive us to distraction



THE FEELING OF FAMILIARITY (emotional valence) MAY BE ALL THAT REMAINS

Eventually the not remembering no longer seems to be painful to the person with Alzheimer Disease



Photo: Alex ten Napel
Huff Post 10/2014



AGING-RELATED MEMORY LOSS MAY BE REVERSIBLE



RESEARCH ARTICLE



CREB overexpression in dorsal CA1 ameliorates long-term memory deficits in aged rats

Xiao-Wen Yu¹, Daniel M Curlik II^{1,2}, M Matthew Oh¹, Jerry CP Yin³,
John F Disterhoft^{1*}

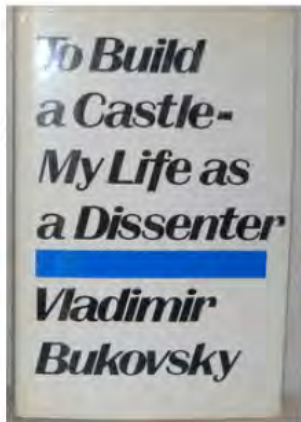
¹Department of Physiology, Northwestern University, Feinberg School of Medicine, Chicago, United States; ²Department of Behavioral Sciences, Psychology Program, York College of Pennsylvania, York, United States; ³Departments of Genetics and Neurology, University of Wisconsin-Madison, Madison, United States

1/4/2017

Abstract The molecular mechanisms underlying age-related cognitive deficits are not yet fully

MEMORY CAN BE THERAPEUTIC

We judge ourselves by
comparison with
remembered figures



Memory can help us
through hard times

Our collective memory can
help us NOT repeat the past



**Many psychotherapies utilize
memory as a therapeutic tool**

Mechanism: ? reconsolidation

BUT DON'T UNDERESTIMATE THE VALUE OF FORGETTING



Is Jean Valjean entitled to rehabilitation?

Does the internet prevent us from reinventing ourselves?



IS MEMORY BECOMING VESTIGIAL?



iPhone 10
The tallest iPhone yet.



Google Glass



Dropbox

All your photos, videos,
and docs anywhere

SUMMARY

WE ARE DEFINED BY OUR
MEMORIES

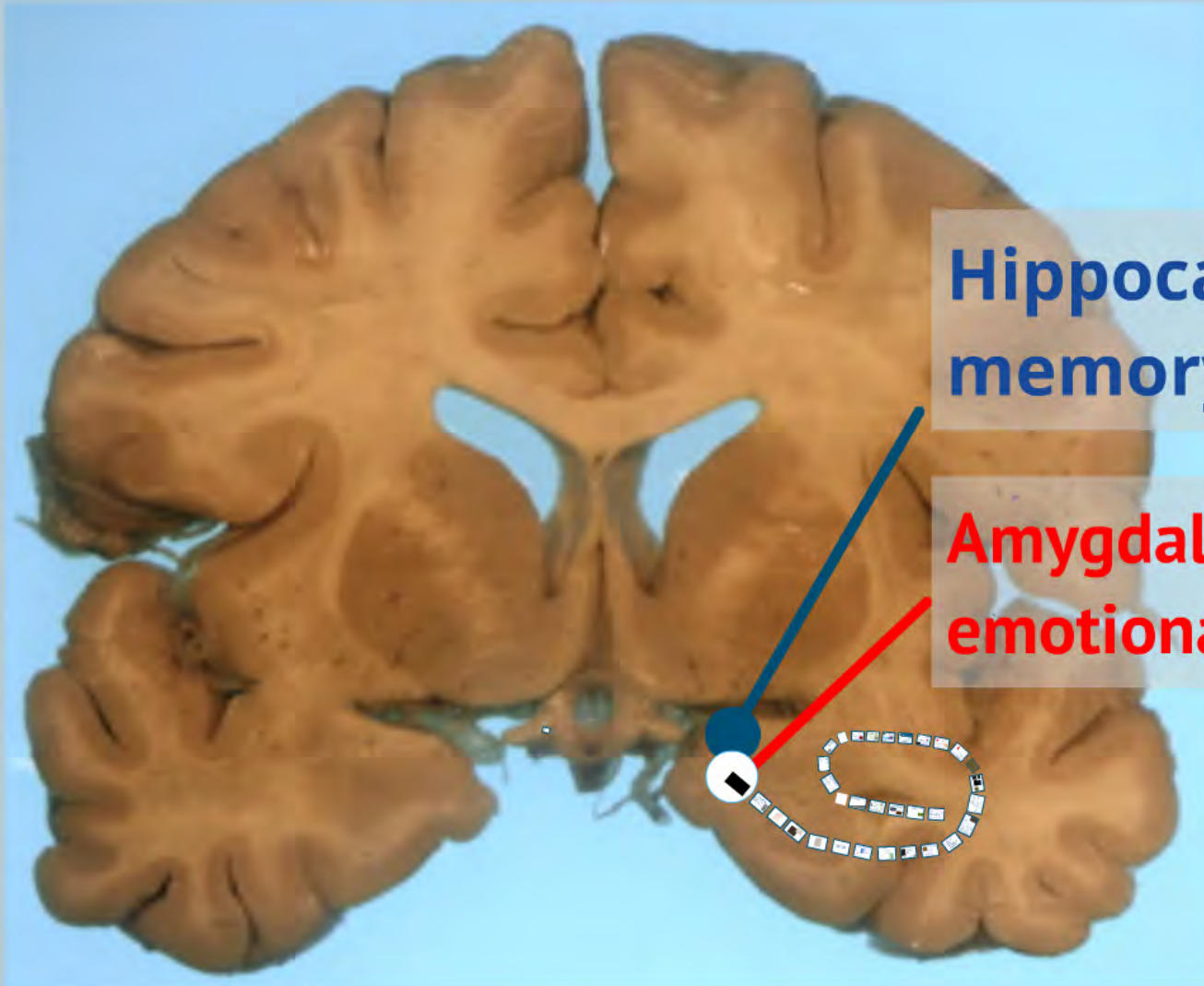
WISH FOR A GOOD BUT
NOT A PERFECT MEMORY

MEMORY HELPS US ENDURE DIFFICULT TIMES

MEMORY RECONSOLIDATION MAY BE HOW
SOME PSYCHOTHERAPIES WORK

MEMORY CHANGES
OUR BRAINS

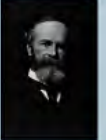
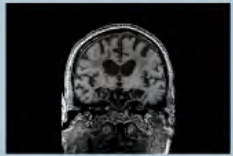
EMOTIONAL CONNECTION EMBEDS A
MEMORY MOST FIRMLY



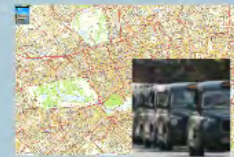
**Hippocampus:
memory map**

**Amygdala:
emotional valence**

Forgetting to Remember Remembering to Forget



Sheldon Benjamin
THANK YOU



To Build a Castle - My Life as a Dissenter
Vladimir Bukharsky

The Mind of a Memory
A. R. LURIA
Jeanette S. Driver

MOONWALKING WITH EINSTEIN
JOSHUA FOER

PROIST



A trip down memory lane