

## ENCODING

Translating information to be stored in the brain



## STORAGE

Holding information in the brain for a period of time



## RETRIEVAL

Accessing and using stored information

### TYPES OF ENCODING



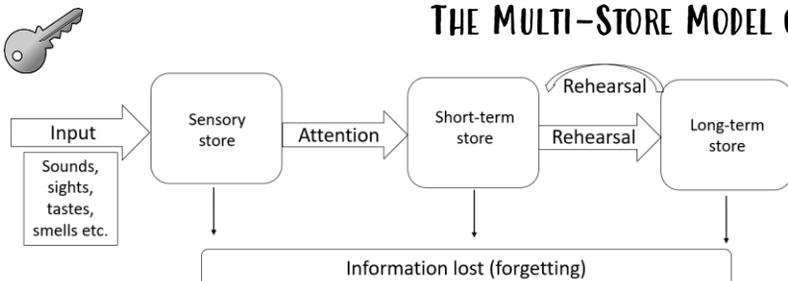
- Visual
- Acoustic
- Semantic



### TYPES OF LONG-TERM MEMORY

- Episodic – memory of events from our lives.
- Procedural – memory of how to do something.
- Semantic – memory of facts/ general knowledge.

## THE MULTI-STORE MODEL OF MEMORY



	CODING	CAPACITY	DURATION
SENSORY	Depends on sense	Very high	Less than 1 sec
STM	Mainly acoustic	5-9 items	Up to 30 secs
LTM	Semantic	Unlimited	Up to a lifetime

### Evaluation



- Research support.
- Serial position curve study shows that STM and LTM are separate stores.
- Increases validity.



- Too simple.
- Does not account for three types of LTM.
- Decreases validity.

## MURDOCK'S STUDY

**Aim:** To investigate whether the number of words in a list affects the probability of recall.

**Method:** 103 students; learned lists of common English words and recalled them.

**Results:** Higher recall for first (primacy) and last (recency) words.

**Conclusion:** The position of a word in a list affects recall (serial position effect).

### Evaluation



- Controlled lab setting.
- Reduces extraneous variables.
- High experimental validity.



- Artificial task.
- Learning lists of words does not reflect everyday situations.
- Low ecological validity.

PAPER 1  
SECTION A  
MEMORY

## BARTLETT'S STUDY

**Aim:** To investigate how memory is reconstructed.

**Method:** Participants read WOTG story and recalled it over various time periods.

**Results:** Story changed over time; words changed e.g. canoe to boat.

**Conclusion:** Cultural expectations affect memory.

### Evaluation



- Lack of control.
- Participants were not given strict instructions.
- Low validity.



- Could be biased.
- Bartlett analysed results himself.
- Low validity.

## THEORY OF RECONSTRUCTIVE MEMORY

- Memory is an active process.
- Memory is stored in small fragments and pieced back together.
- Recall is not accurate.
- Memory is affected by social and cultural expectations.

### Evaluation



- Lack of control.
- Participants were not given strict instructions.
- Low validity.



- Could be biased.
- Bartlett analysed results himself.
- Low validity.

## FACTORS AFFECTING THE ACCURACY OF MEMORY

- Context
- Interference
- False memories