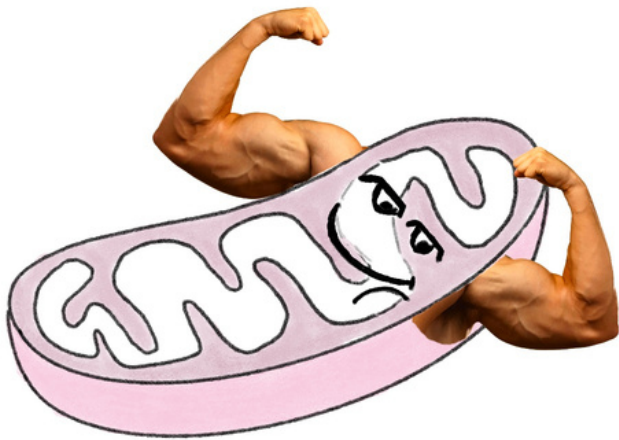


AP PSYCHOLOGY

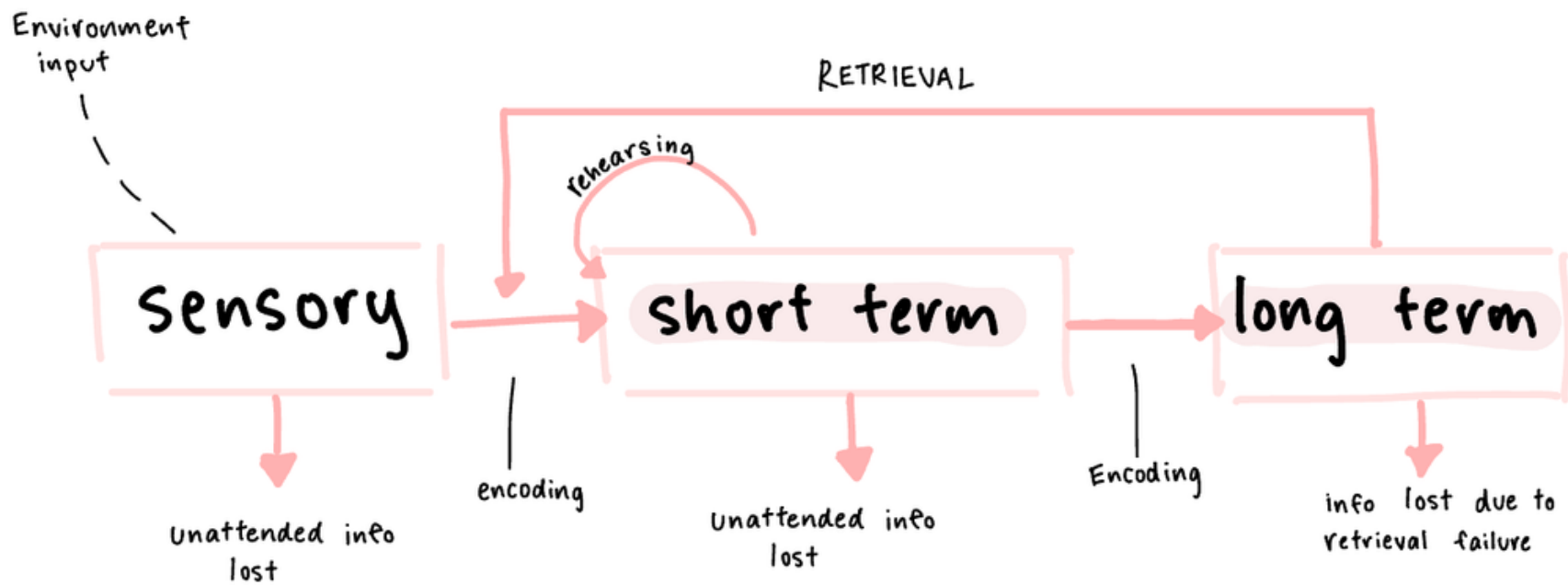
UNIT 5

REVIEW

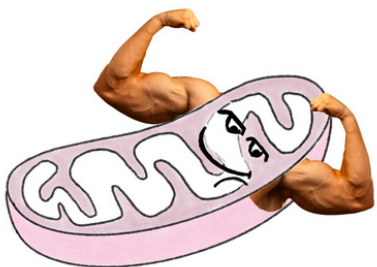
Models of memory



1. 3 STAGE / INFORMATION PROCESSING MODEL



- proposed by Richard Atkinson & Richard Shiffrin



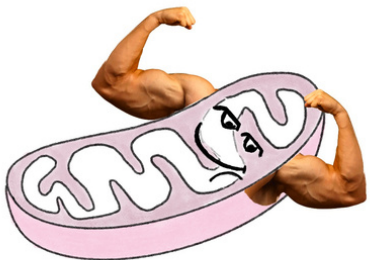
SENSORY MEMORY

- holds info processed by senses for a split second



- **Iconic memory**: split second representation of visual stimulus
- **Echoic memory**: ~ 4 second representation of auditory stimulus

→ **Selective attention**: determines what small portion of sensory info is encoded



SHORT TERM MEMORY (STM)

- memories we are currently aware of in our consciousness

— also temporary (~ 10-30 sec) if we do not do anything w/ them

→ **Rehearsing** (consciously repeating) helps us hold memories in STM for longer

— STM also has limited capacity (~ 7 items)

- **Chunking**: grouping info into groups, increasing capacity of STM

eg. mnemonics

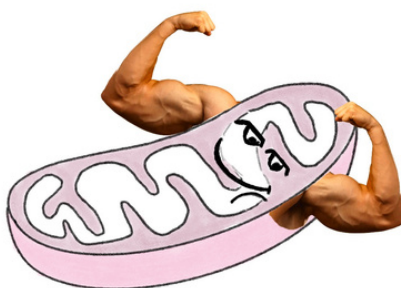


LONG TERM MEMORY (LTM)

- Permanent storage – however, can decay

3 FORMATS:

Episodic memory	- Memories of specific events - Stored in a sequential series of events
Semantic memory	- General knowledge of world - Stored as facts, meanings, categories
Procedural memory	- Memories of skills & how to perform them - Stored sequentially



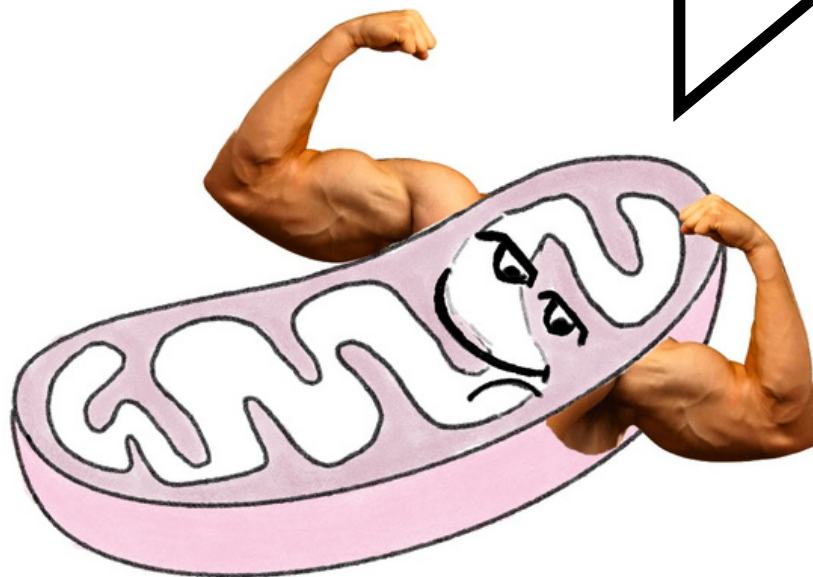
2. LEVELS OF PROCESSING MODEL

★ memories are shallowly/maintenance processed or elaboratively/deeply processed

- **shallow**: memories easily forgotten, as we assign no relevance to this info
- **Deep**: memories where we attach meaning to the info, & create associations between new & existing memories
 - not as easily forgotten



**follow for
more!**



@mightochondria
@mightochondria.stem