

CODING / CAPACITY / DURATION

A weakness of coding / capacity / duration is that the research uses artificial stimuli.

For example in Peterson and Peterson's research pts were given a consonant syllable and asked to count back in threes from a three digit number.

This matters because this task is not reflective of everyday tasks so we should be cautious about generalising the finishing to real life tasks

Therefore the study lacks mundane realism.

DURATION

a weakness of Bahrick's research is that there may have been uncontrolled extraneous variables

for example in one of Bahrick's conditions pts had to do a photo face recognition task. Pts were shown 50 photos some of which were people that were in their graduating class that they had to identify.

This matters because participants got significantly high accuracy percentage of recognition of class mates (90% for those who had graduated in the past 15 years and 70% for pts who had graduated at least 40 years ago). Some of the participants may regularly look at the graduation yearbook while some participants may have never look at it. Those who have looked at the yearbook recently old have rehearsed the memory

therefore the experiment had uncontrolled extraneous variables and is therefore invalid as the researcher isn't measuring what they intended to measure.

CAPACITY

A weakness of millers research is that he may have overestimated the capacity of the STM

For example Cowan for that the capacity of the STM is four chunks.

This matters because, miller suggested that the capacity of the STM is seven items which is different and the lower estimate made by miller of 5 is closer.

Therefore, miller didn't accurately suggest the capacity of the STM and the reliability is lowered as other researchers achieved other results.

Coding

A weakness of research into coding is that STM may not only be coded acoustically

for example, Bandimote et al. Found that participants used visual coding in STM. If participants were given a visual task (recalling a picture) and prevented from doing any verbal rehearsal - they had to say Lalala - before a visual recall task they were able to successfully recall the picture.

This matters because, normally we 'translate' visual images into verbal codes in STM but because verbal rehearsal was prevented then participants had to use visual codes.

therefore the findings of Baddeleys research lacks validity as Baddeley did not accurately look at how we encode information because coding is not just verbally acoustic in the STM as Baddeley suggested.



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