Cheatography

Psychology - multi-store model of memory- AO1 Cheat Sheet
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Process

1- stimulus enters the sensory register from the environment.

2- attention must be payed to the stimulus for the information to pass to the STM - if no attention is payed then the information will decay

3- if attention is payed the information will pass to the STM - At the STM maintenance rehearsal of the information keeps it in the short term memory - if maintenance rehearsal is done for a long period of time it becomes prolonged or elaborative rehearsal.

4- if maintenance rehearsal doesn't occur then the information will decay

5- when maintenance rehearsal become prolonged rehearsal then the information passes to the long term memory.

6- for information o pass back into the STM retrieval occurs.

Sensory register

Coding	The way the stimulus is encoded in the sensory register depends on the stimulus. If the stimulus is acoustic is is encoded in the echoic store and if it is visual it is encoded in the iconic store.
Capacity	the capacity of the sensory register is very large
Duration	The duration of the sensory register is very short = milliseconds

Short Term Memory

Coding	The information in the STM is encoded acoustically
Capacity	The capacity of the STM is 7 +/— 2
Duration	the duration of the STM is very short = 0-18 seconds

Long term memory

Coding	The LTM is encoded semantically
Capacity	The LTM has an unlimited capacity
Duration	The duration of the LTM is for a lifetime