

## Process

- 1- stimulus enters the sensory register from the environment.
- 2- attention must be paid to the stimulus for the information to pass to the STM - if no attention is paid then the information will decay
- 3- if attention is paid 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 becomes prolonged rehearsal then the information passes to the long term memory.
- 6- for information to 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 it 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  $7 \pm 2$
- 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

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