Baddeley and Hitch

Created the working memory model

Goodwin et al.

indirect cues - state dependant forgetting (drunk and sober)

Goodwin et al.

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Goodwin et al.

indirect cues - state dependant forgetting (drunk and sober)

Godden & Baddeley

indirect cues research - context dependant forgetting (on land and underwater conditions)

Danaher et al.

suggested running multiple exposures of an advertisement in one day rather than in a week to reduce interference

Postman

research on retroactive interference - two word pair lists

Underwood

research on proactive interference - meta anlysis

Clive Wearing

Brain damaged patient who damaged his episodic memory. - AO3

Tulving et al.

Created the different types of long term memory

encoding specificity principal - cues must be there at time of encoding and retrieval

Logie

Subdivided the visuo-spatial sketchpad into separate stores

Peterson & Peterson

Duration Short Term Memory - consonant syllable

Patient EVR

Brain damaged patient who had a cerebral tumor removed - AO3

patient HM

brain damaged patient who had their hippocampus removed - AO3

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Atkinson and Shiffrin

Created the multi store model of memory

Bandimote et al.

Coding - short term memory - STM isn't only encoded acoustically but also visually - AO3

Jacobs

capacity - short term memory - word list add word if pt got it right

Miller

Capacity - short term memory - 7+/— 2

Bahrick

Duration - short term memory - high school year books

Cowan

Capacity - short term memory - capacity of STM is four chunks - AO3

Baddeley

Coding - short term memory and long term memory - semantically and acoustically similar word lists

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