

Strength

A strength of the types of long term memory is that there are real life applications

episodic memory can be improved in elderly people that have mild cognitive impairment through training. Participants performed better on a test of episodic memory after training compared to a control group who didn't get any training.

this matters because, being able to distinguish between different types of LTM has helped to create specific treatments.

Therefore, research by Tulving is useful in improving individuals lives

Strength

A strength of types of LTM is that there is evidence from brain scans of three different types of LTM

For example, episodic memory is associated with the hippocampus and other parts of the temporal lobe and frontal lobe. Semantic memory is associated with the temporal lobe and procedural memory is associated with the cerebellum and the cortex.

This matters because, brain scans indicate that there are three different types of LTM that are found in separate parts of the brain

therefore, the idea that there are different types of long term memory is valid

Weakness

A weakness of the different types of long term memory is that there are problems with evidence from brain damaged patients.

For example Clive Wearing, who was a brain damaged patient supports the idea that there are different types of LTM. Procedural memory is intact as he can still play the piano but episodic memory has been damaged as he has no memory of his musical education.

This matters because the case study is unique to him. Also brain damage is traumatic and in itself may change behaviour so that an individual performs worse on certain tasks.

Therefore, you cannot generalise the findings to non brain damaged individuals.

