

New Learning: What can psychology research tell us about memory?

Next step: REVISION for Memory Assessment task

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Progress Step 3

Explain how techniques used for recall are used in advertising

Success

1. I can explain how cues, repetition and avoiding overload are used in advertising USING EXAMPLES for each.
2. I can explain how autobiographical advertising are used in advertising USING EXAMPLES
3. Pretend that your partner is from an advertising company that produces ads for chocolate: explain to him/her **how each of these techniques can be used** to help sell their product .

Progress Step 2

Explain the Theory of Reconstructive Memory and the Braun et al. Study into Reconstructive Memory

Success IN YOUR REVISION FLIP BOOK

1. Use the website & your notes to create a colour-coded explanation (paragraph) of this theory.
2. Explain the AIM, SAMPLE, METHOD, PROCEDURE & CRITICISMS of the Braun et al. study.
3. Now try to explain the theory AND the Braun et al. study to a partner without looking at your notes.

Progress Step 1

Explain the Multi Store Model of memory, including the limitations of STM and LTM.
Link this model to the Clive Wearing study.

Success IN YOUR REVISION FLIP BOOK

1. Draw and complete the diagram of the Multi Store Model.
2. Use the model to explain the theory of the Multi Store Model. Use the cloze passage on the website if needed.
3. Outline the METHOD & SAMPLE, TESTS & PROCEDURE of the **Clive Wearing** study.

Prior Learning: understanding how techniques are used to influence memory

Don't forget to add pictures to your revision notes to support recall