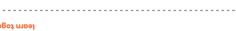
The idea that information is processed through a number of stages.

The process of data entry.

Information Processing

Input







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The process in which data is changed into another format.

The process in which information is held, ready to be used at a later date.

Encoding

Storage





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Accessibility problems

Availability problems

retrieving information in storage. Problems associated with

information no longer being stored. Problems associated with

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Retrieval

Output

is located and taken out of storage. The process in which information

after it has been retrieved. The process of using data



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The memory store that has limited capacity and limited duration, and where information becomes conscious

The memory store that has an unlimited capacity and unlimited duration, and where information is permanently stored.

Short-term memory

Long-term memory





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The store where all immediate information is briefly held unless it is paid attention to.

A process that makes us aware of information in the memory.

Sensory store

Attention







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Duration Displacement

How long information lasts in the memory.

A process in which information is 'shunted out' of storage by new information, and so is forgotten.

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Decay

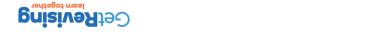
Capacity

This is the fading of information over time until it is forgotten.

The amount of space in the memory.







A process which involves repeating information so that it stays in storage, either temporarily or permanently.

Coding information based on its physical characteristics.

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Maintenance rehearsal

Shallow processing







Coding information for meaning.

Deep processing

