

Non-Supporters only had shallow processing as they were not interested and it was forgotten

Football scores study - fans were more likely to recall as it had a meaning to them

Memory is not limited by space and time

There are not different stores in the memory

Deep Processing - Thinking about its meaning and more likely to recall it as it means something

Shallow Processing - not thinking about its meaning and less likely to recall it

We remember things because they are significant and important rather than rehearsing them

Alternative Theory: Levels of Processing

2 of 4

1 of 4

Core Theory: Multi-store Model

- Made up of separate stores - short term and long term memory
- Memory is affected by factors such as time and space
- Input of information enters the sensory store and needs attention for it to enter the short term memory
- If we do not pay attention, it decays
- Capacity/Duration of STM: 7 \pm 2 / 10-30 seconds
- Capacity/Duration of LTM: Unlimited/Unlimited
- Information must be rehearsed for it to be remembered
- Displacement can happen with FIFO, First in First out - memory space runs out
- Accessibility problems: Cannot retrieve information
- Availability problems: Information is no longer being stored in the LTM

Limitations:

- **The model is too rigid and ignores individual differences**
- **The model over-simplifies the STM and LTM**
- **The model over-emphasises the role of rehearsal**

- Relating subjects to pictures or images

Use of Imagery

- Spreading out ideas

Mind-mapping

- Shortened versions of the word

Mnemonics

- Having hints of the answer
- Triggers memories

Use of cues

Used in education

Application of Research: Memory Aids

4 of 4

3 of 4

Core Study: Terry 2005

- Shows that a person's memory is affected by factors such as space and time
- Tested people's memories of TV commercials
- 10 months old and lasted less than 30 seconds - Presented in groups of 15
- Terry changed the order of the commercials
- 39 Participants who were students
- Repeated measures design
- They were asked to recall immediately the first time
- Then they had a 3 minute writing task before recall
- Results showed serial position effect - recall was dependent on its position
- Immediate recall had primacy and recency effect - Time for rehearsal
- Delayed recall had recency effect - had left STM
- Middle commercials had been displaced

Limitations:

- **Laboratory experiments lack ecological validity - artificial surroundings**
- **Experiments often lack construct validity - what is being measured of memory**
- **Experiments have the problem of demand characteristics**