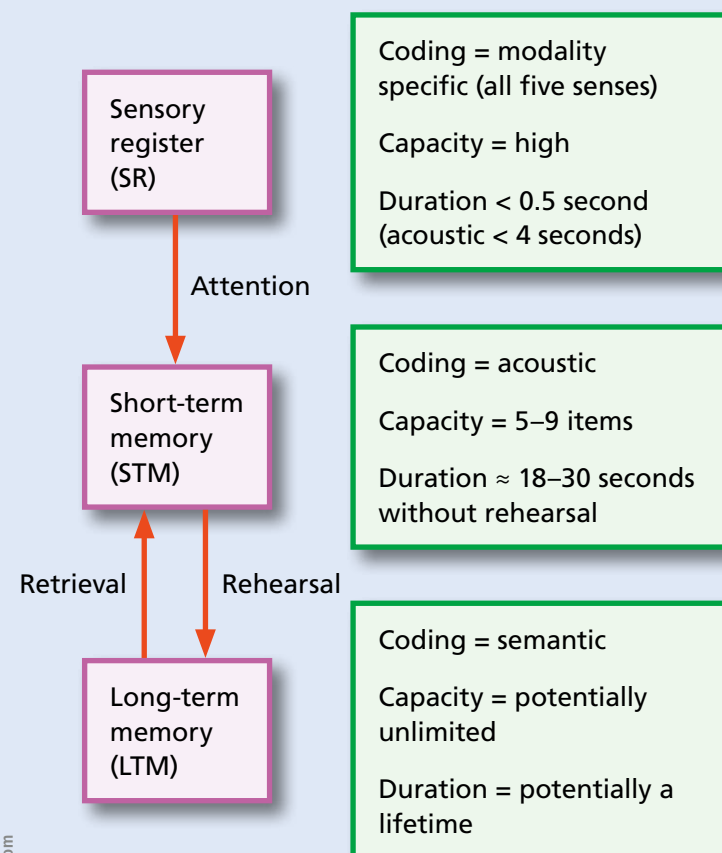


Models of memory

The multi-store model (Atkinson and Shiffrin 1968)

The model has three stores and two processes. Research on coding, capacity and duration shows qualitative differences between the three stores, supporting the view of separate, unitary stores.



Sperling (1960) Memory lasts 0.25–0.5 seconds (three rows of four letters, recalled more when told to recall one row only).

Jacobs (1887) Mean digit span is 7.3 letters.

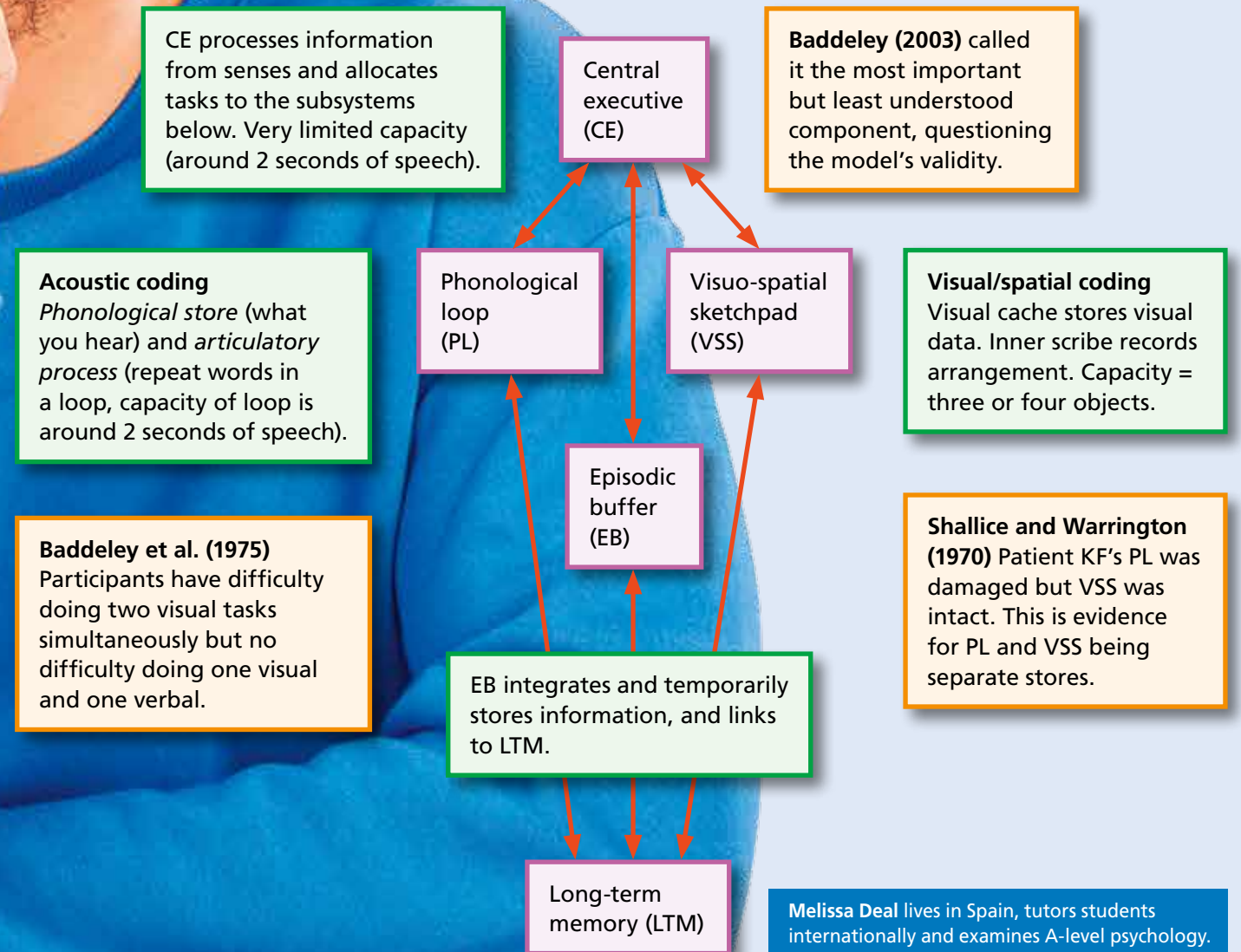
Peterson and Peterson (1959) Recall was about 80% after 3 seconds' delay.

Baird et al. (1975) People could recall high-school classmates' names and faces after 48 years.

The working memory model (Baddeley and Hitch 1974)

This model focused on STM only, suggesting that it had multiple components.

The later addition of the episodic buffer (Baddeley 2000) was an attempt to link the CE to long-term memory.



Baddeley (2003) called it the most important but least understood component, questioning the model's validity.

Shallice and Warrington (1970) Patient KF's PL was damaged but VSS was intact. This is evidence for PL and VSS being separate stores.

Baddeley et al. (1975) Participants have difficulty doing two visual tasks simultaneously but no difficulty doing one visual and one verbal.

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Melissa Deal lives in Spain, tutors students internationally and examines A-level psychology.