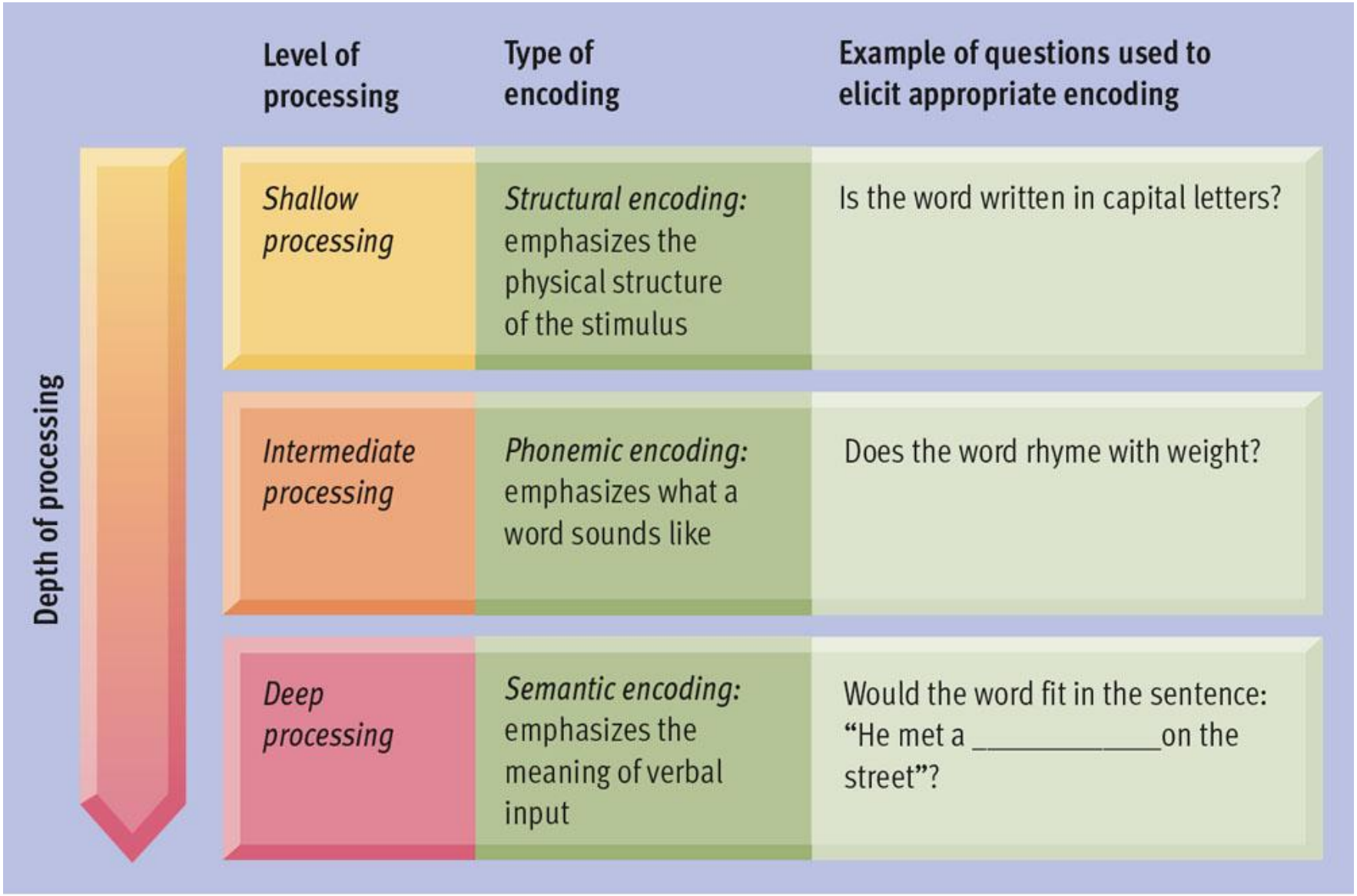
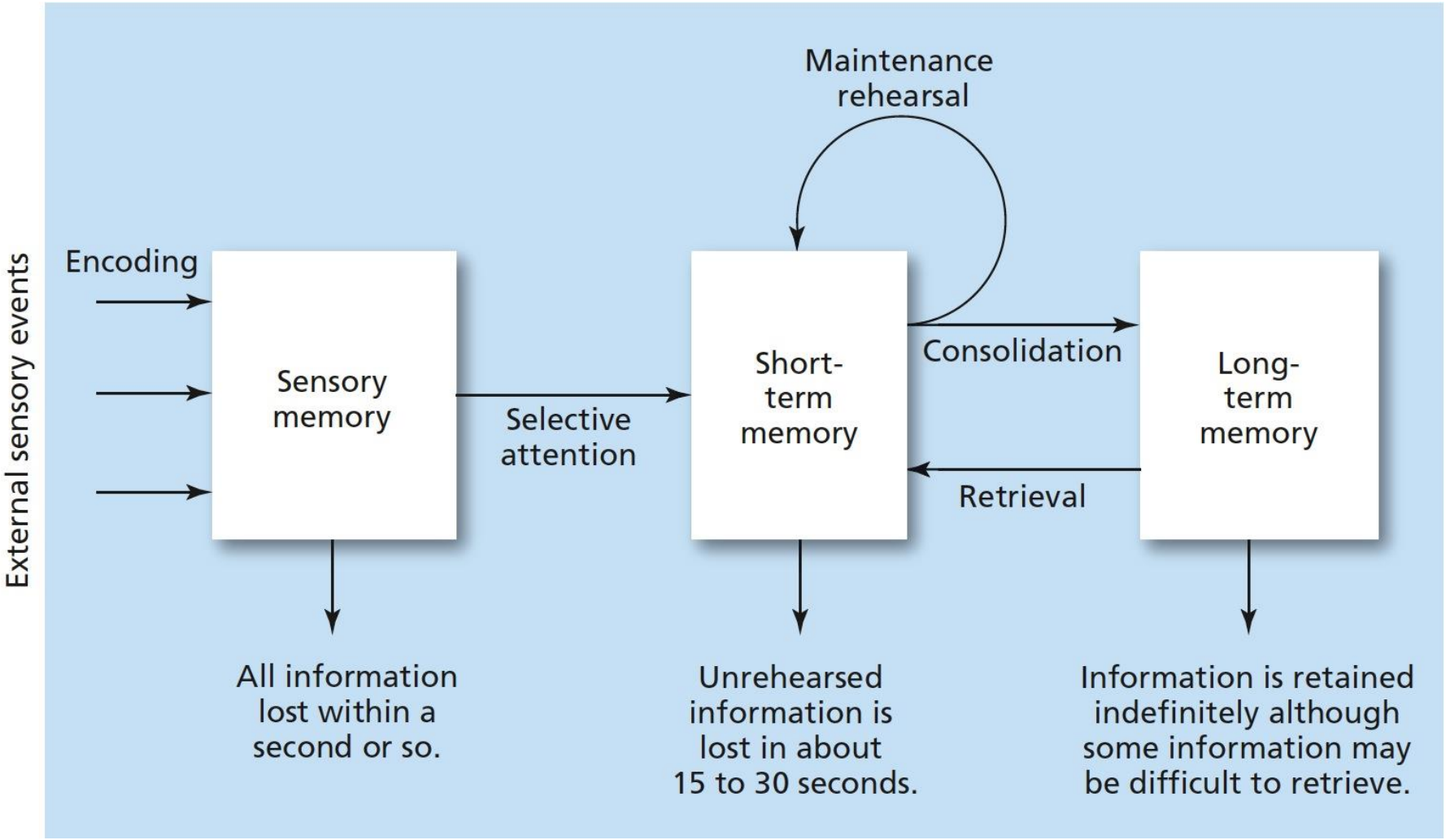


Figure 7.4 Levels-of-processing theory

Three-Stage Process of Memory



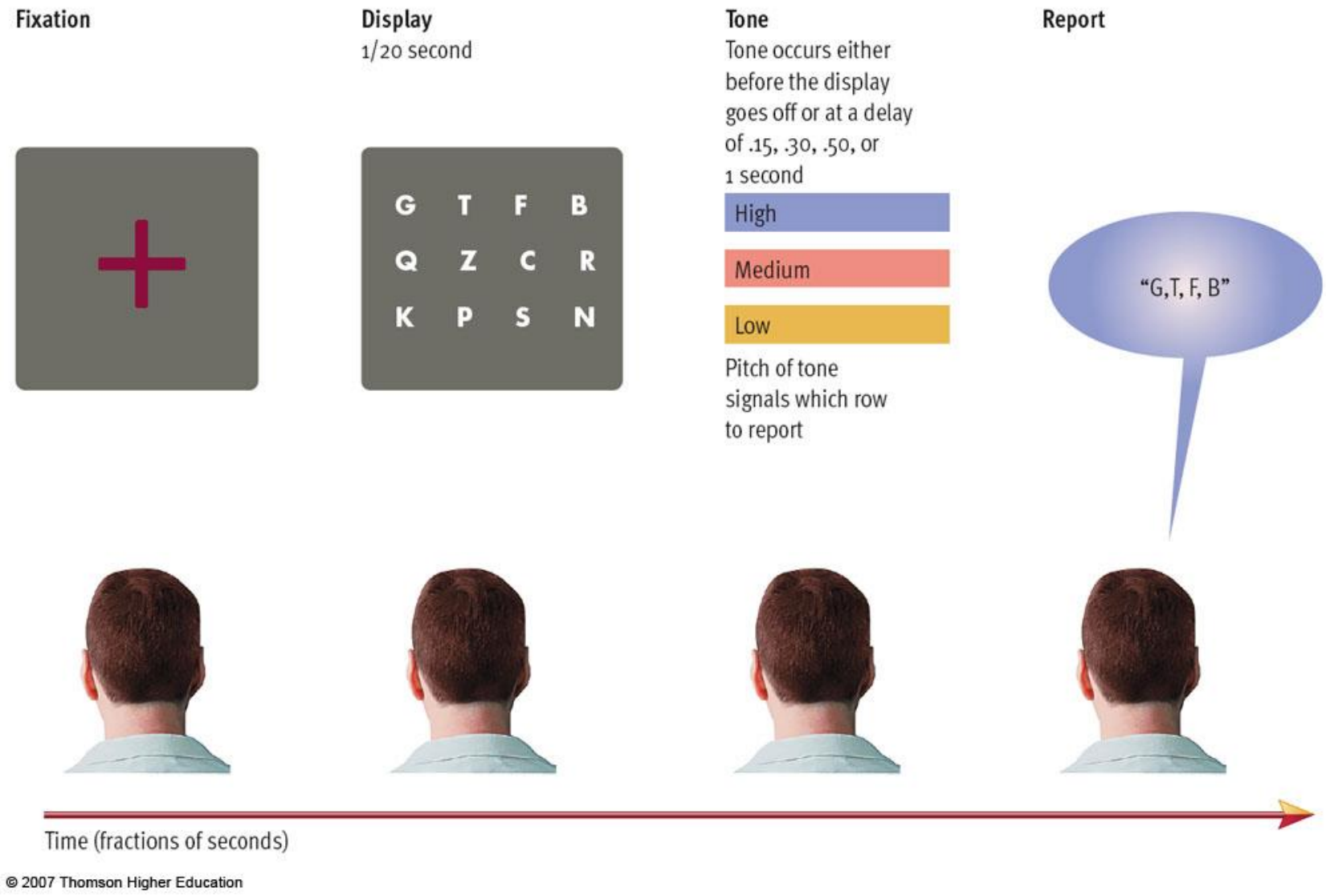


Figure 7.8 Sperling's (1960) study of sensory memory

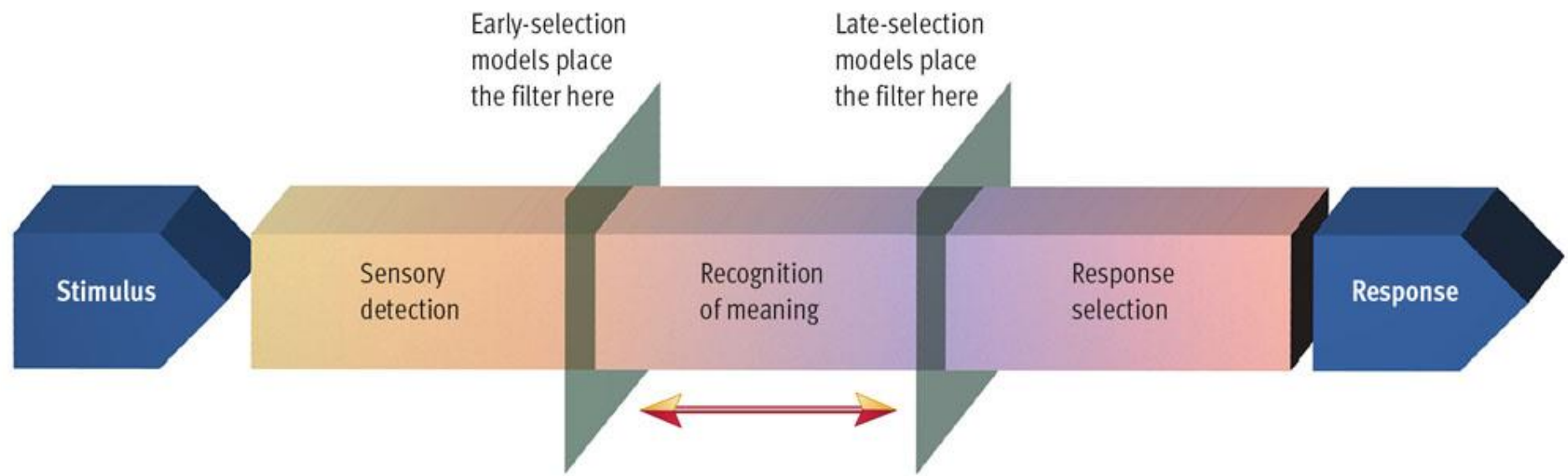


Figure 7.3 Models of selective attention

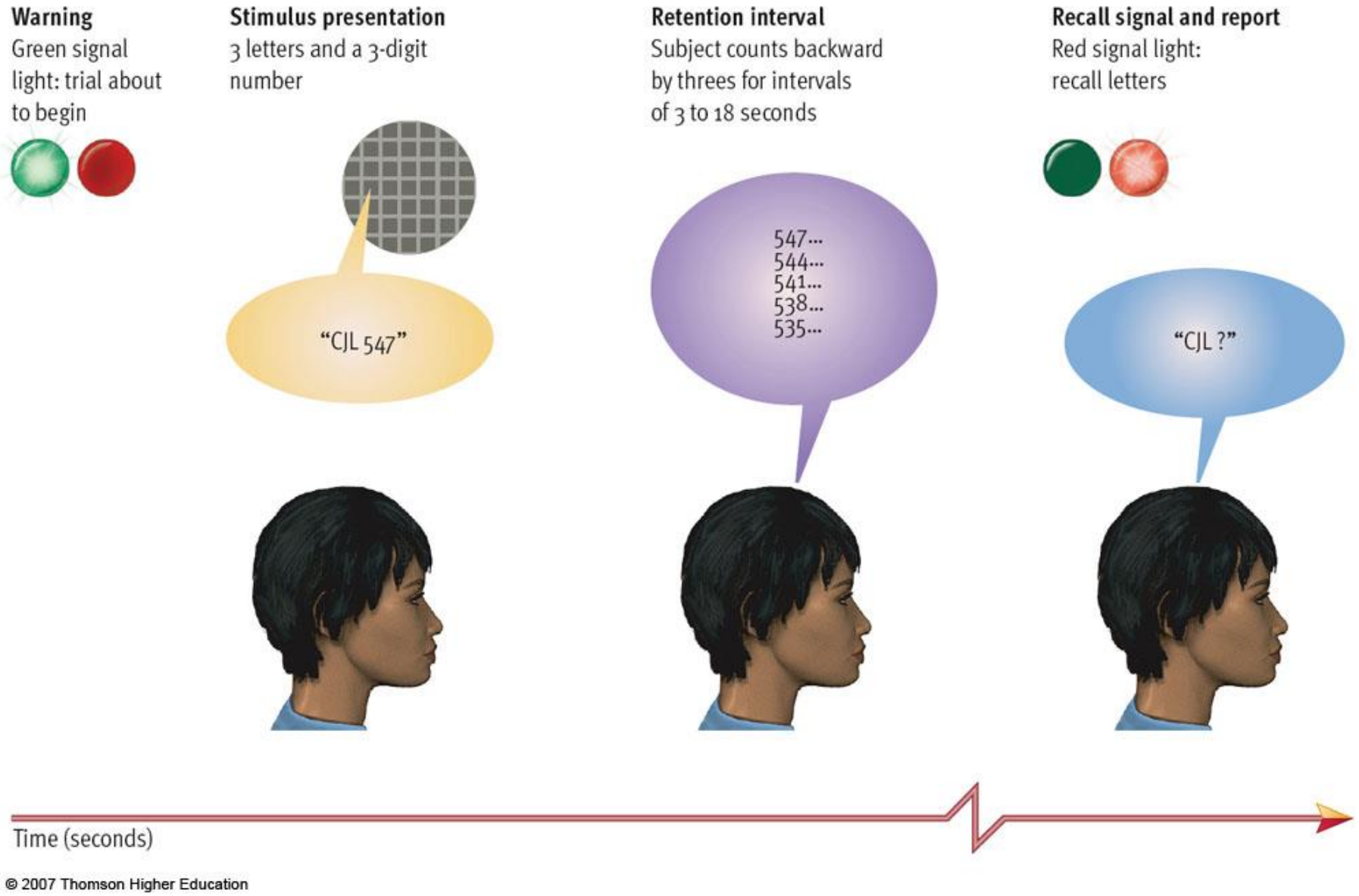


Figure 7.9 Peterson and Peterson's (1959) study of short-term memory

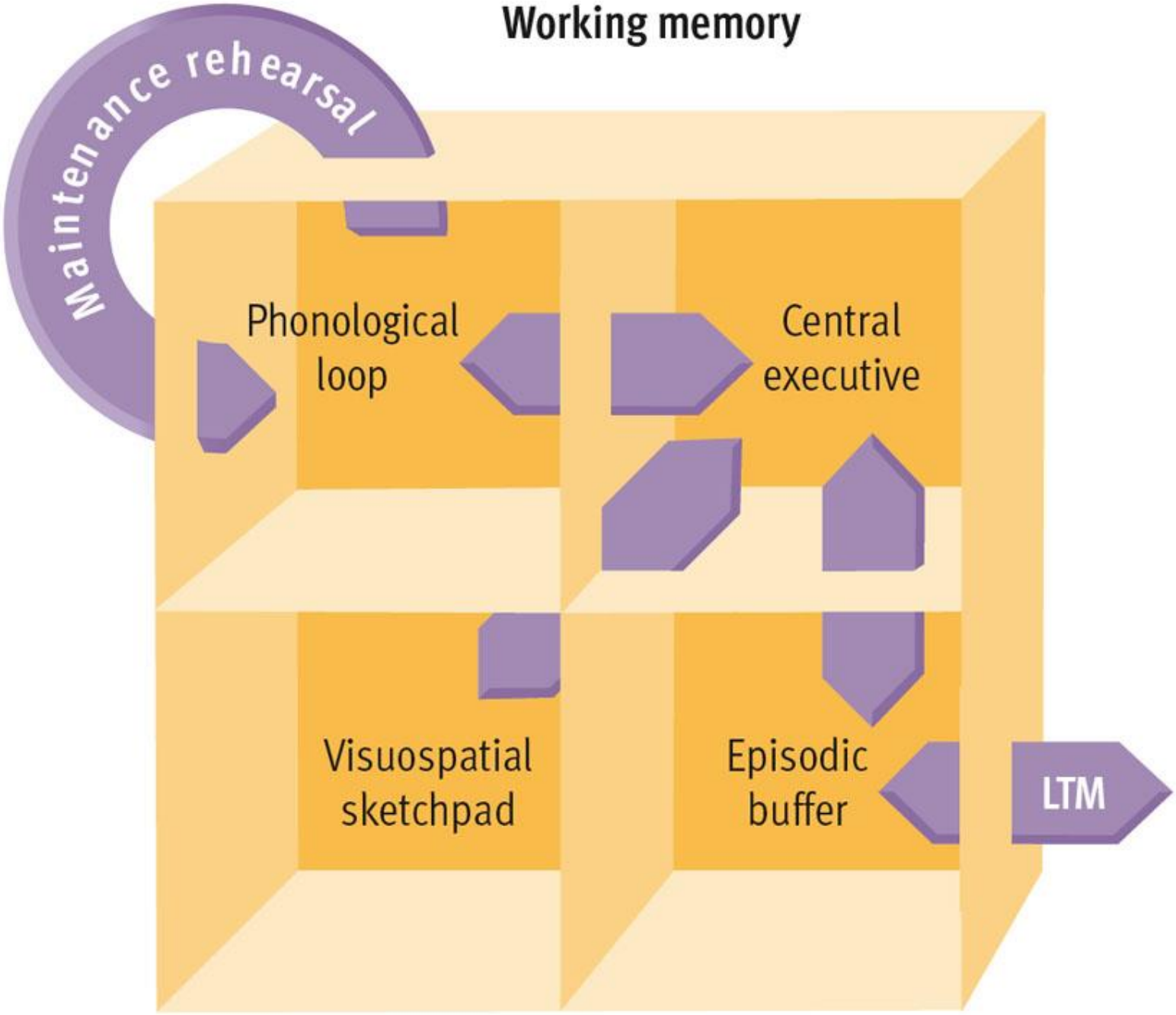


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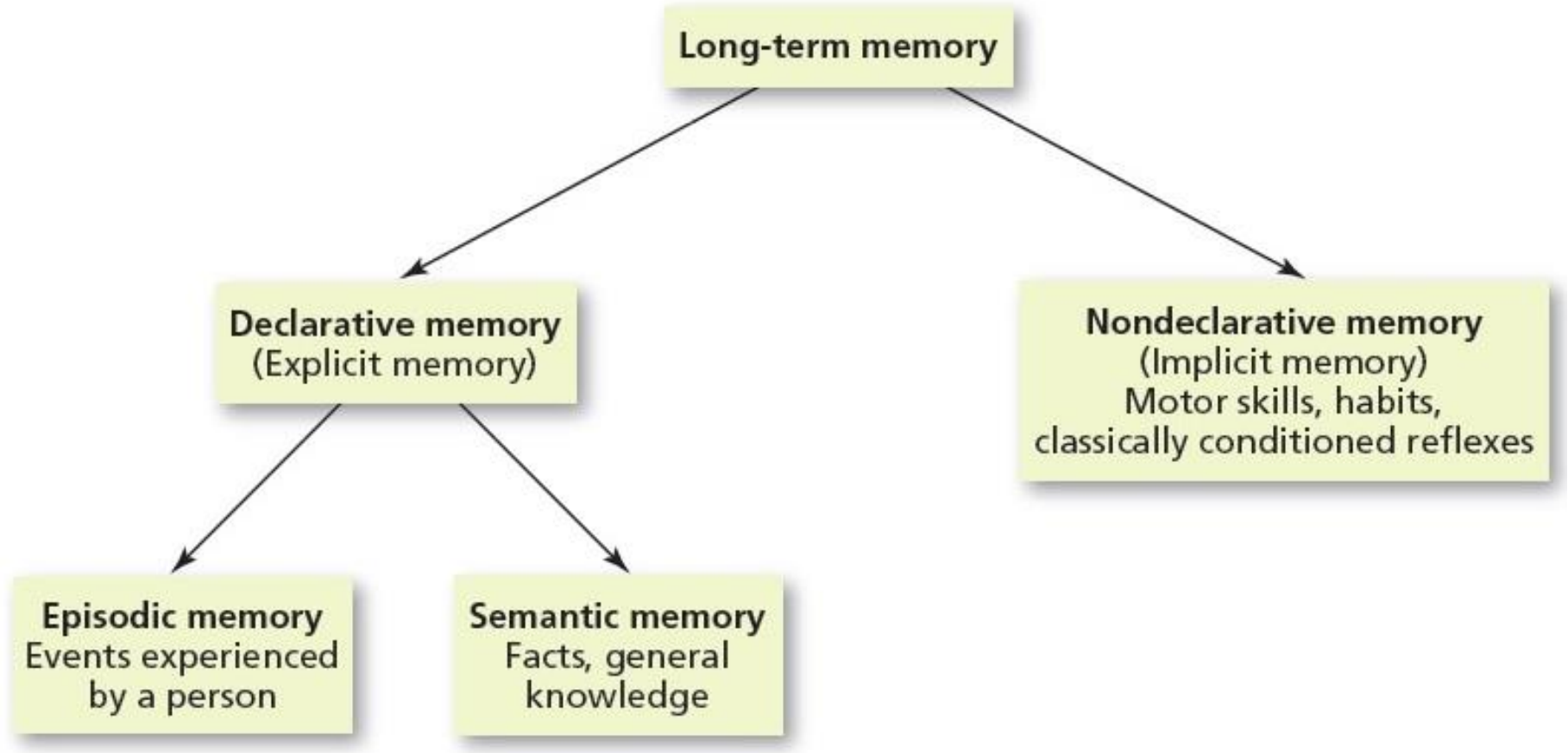
Figure 6.5 Types of Long-Term Memories



Godden & Baddeley's (1975) Study

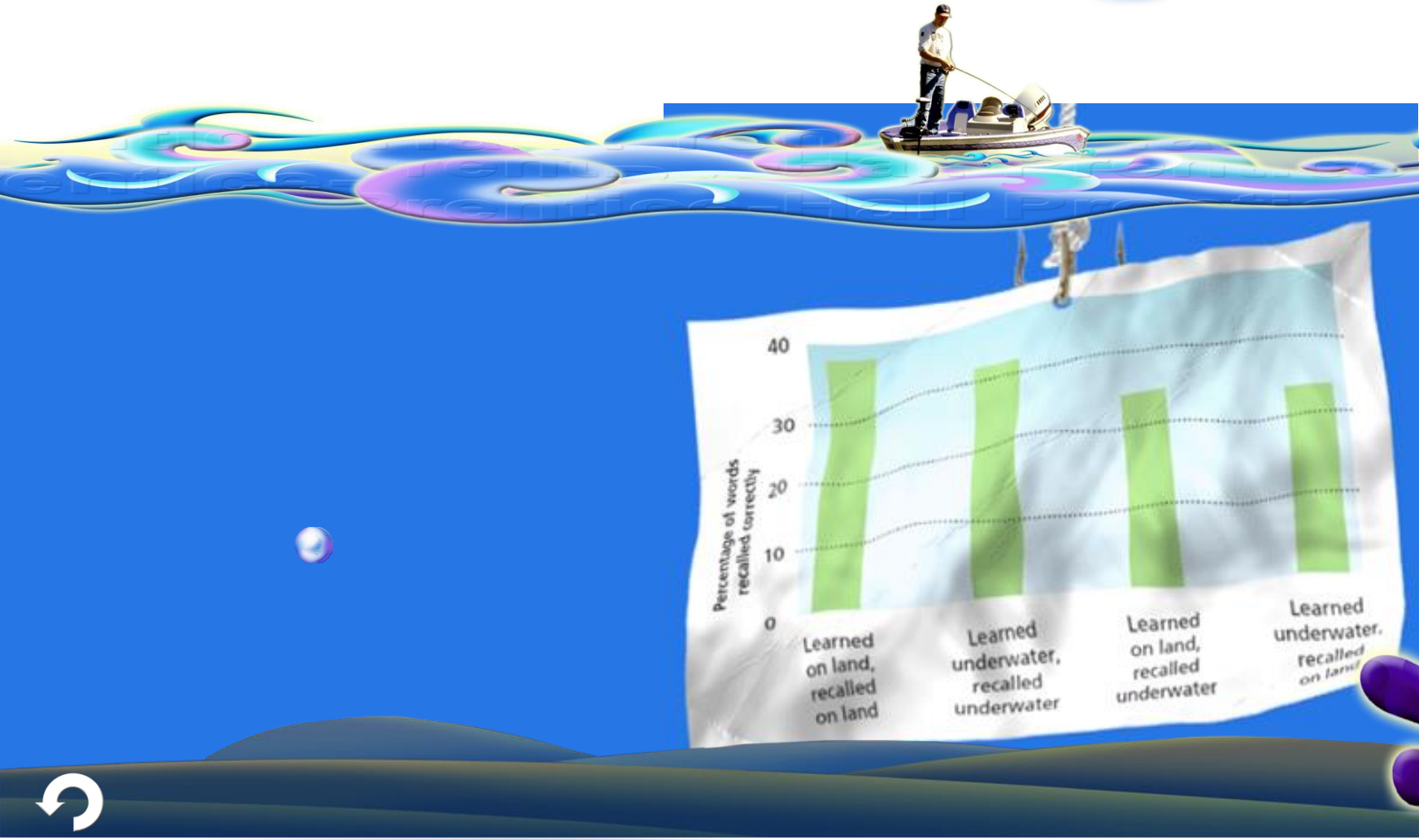
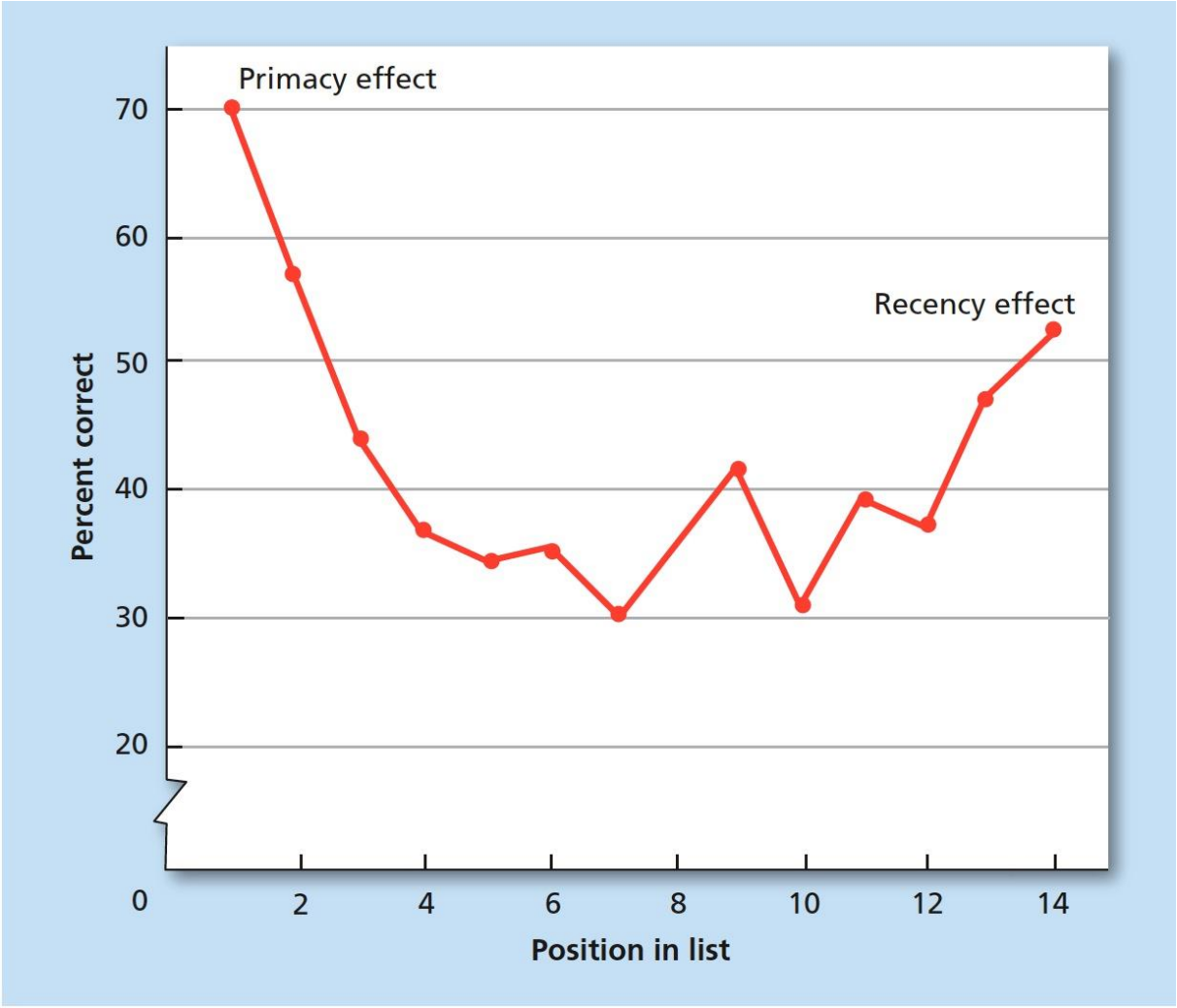
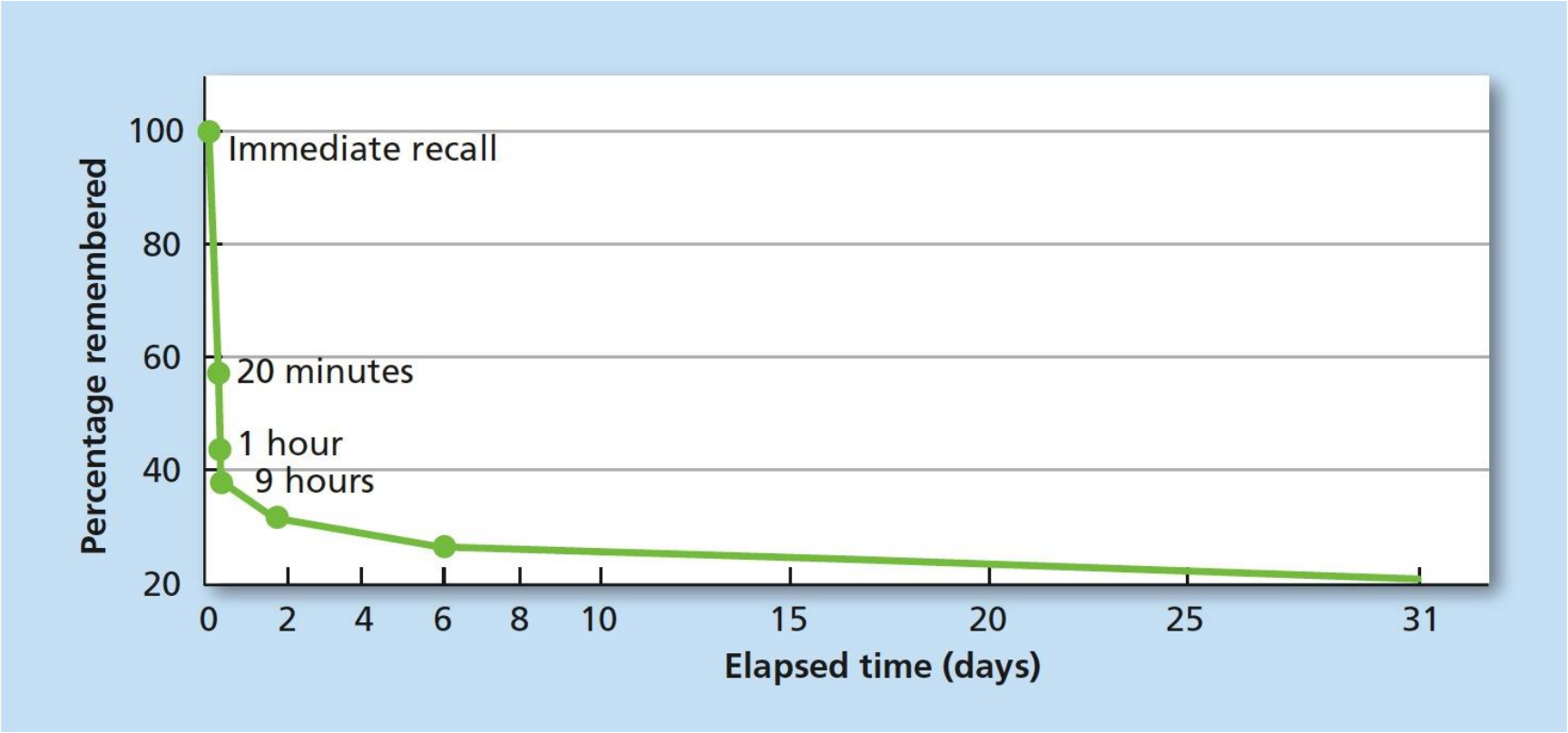


Figure 6.7 Serial Position Effect
In the serial position effect, information at the beginning of a list will be recalled at a higher rate than information in the middle of the list (primacy effect), because the beginning information receives more rehearsal and may enter LTM. Information at the end of a list is also retrieved at a higher rate (recency effect), because the end of the list is still in STM, with no information coming after it to interfere with retrieval.



Curve of Forgetting



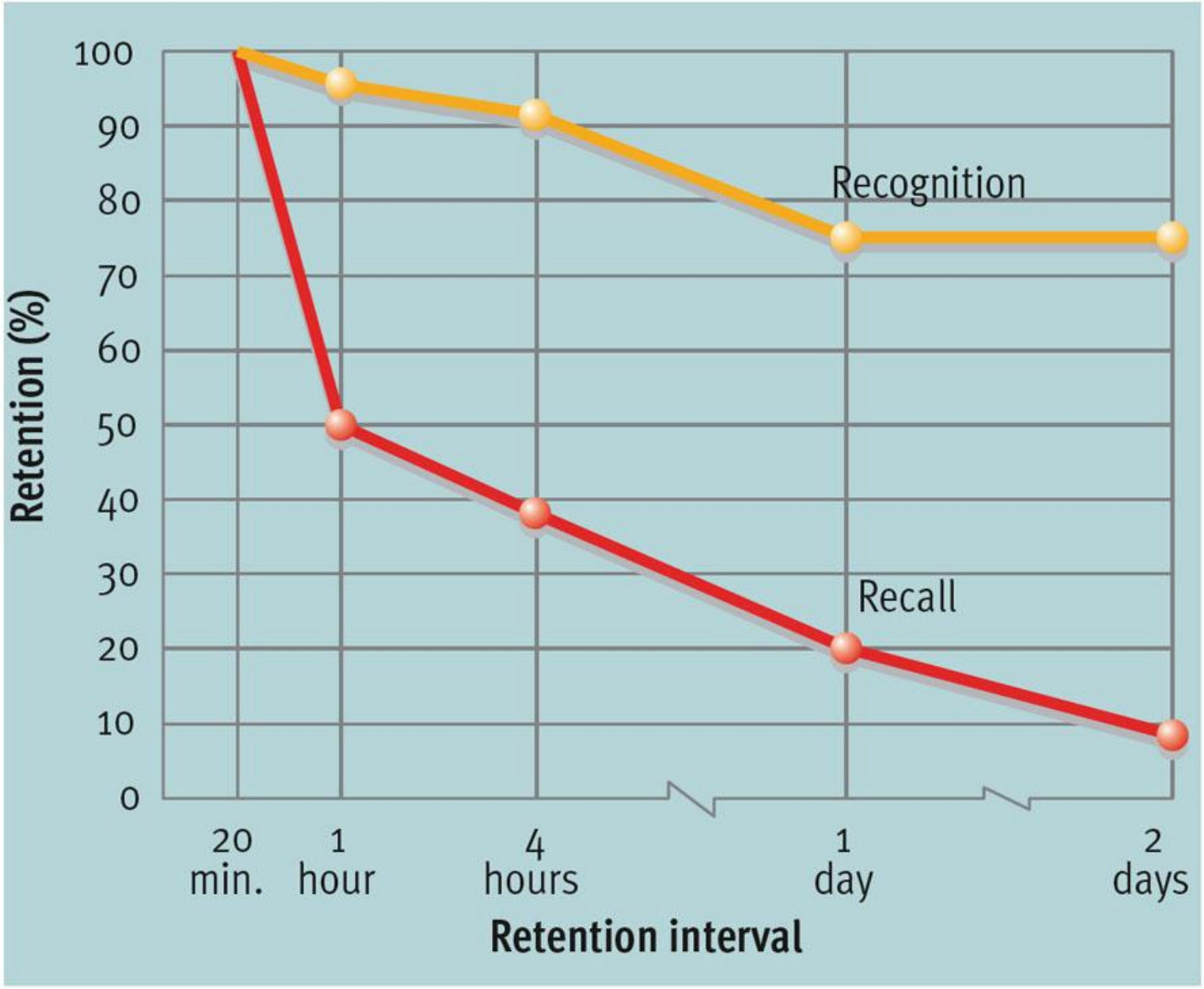


Figure 7.17 Recognition versus recall in the measurement of retention

Figure 6.10 Proactive and Retroactive Interference

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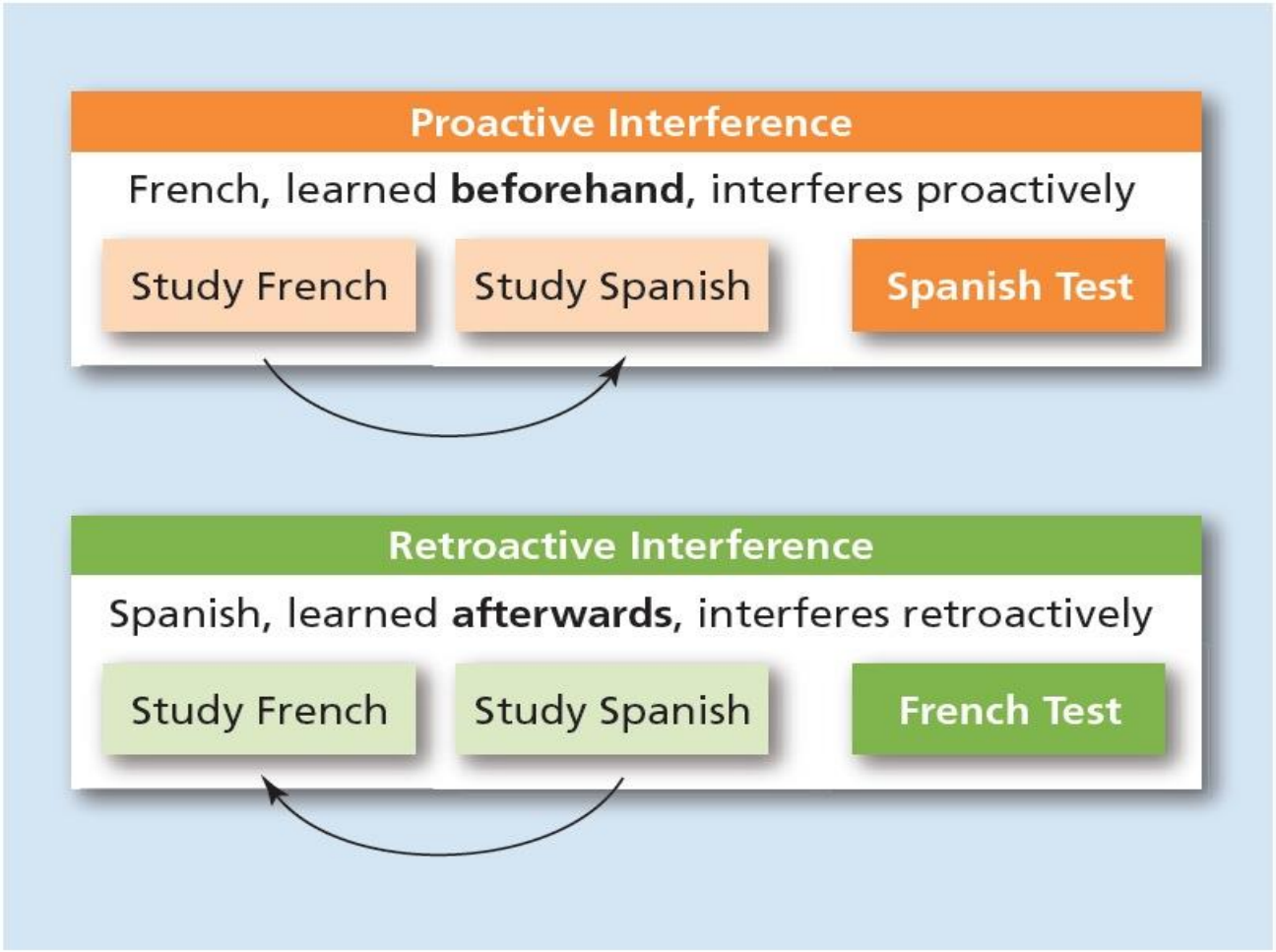

Table 6.1

Reasons for Forgetting

REASON	DESCRIPTION
Encoding Failure	The information is not attended to and fails to be encoded.
Decay or Disuse	Information that is not accessed decays from the storage system over time.
Proactive Interference	Older information already in memory interferes with the learning of newer information.
Retroactive Interference	Newer information interferes with the retrieval of older information.