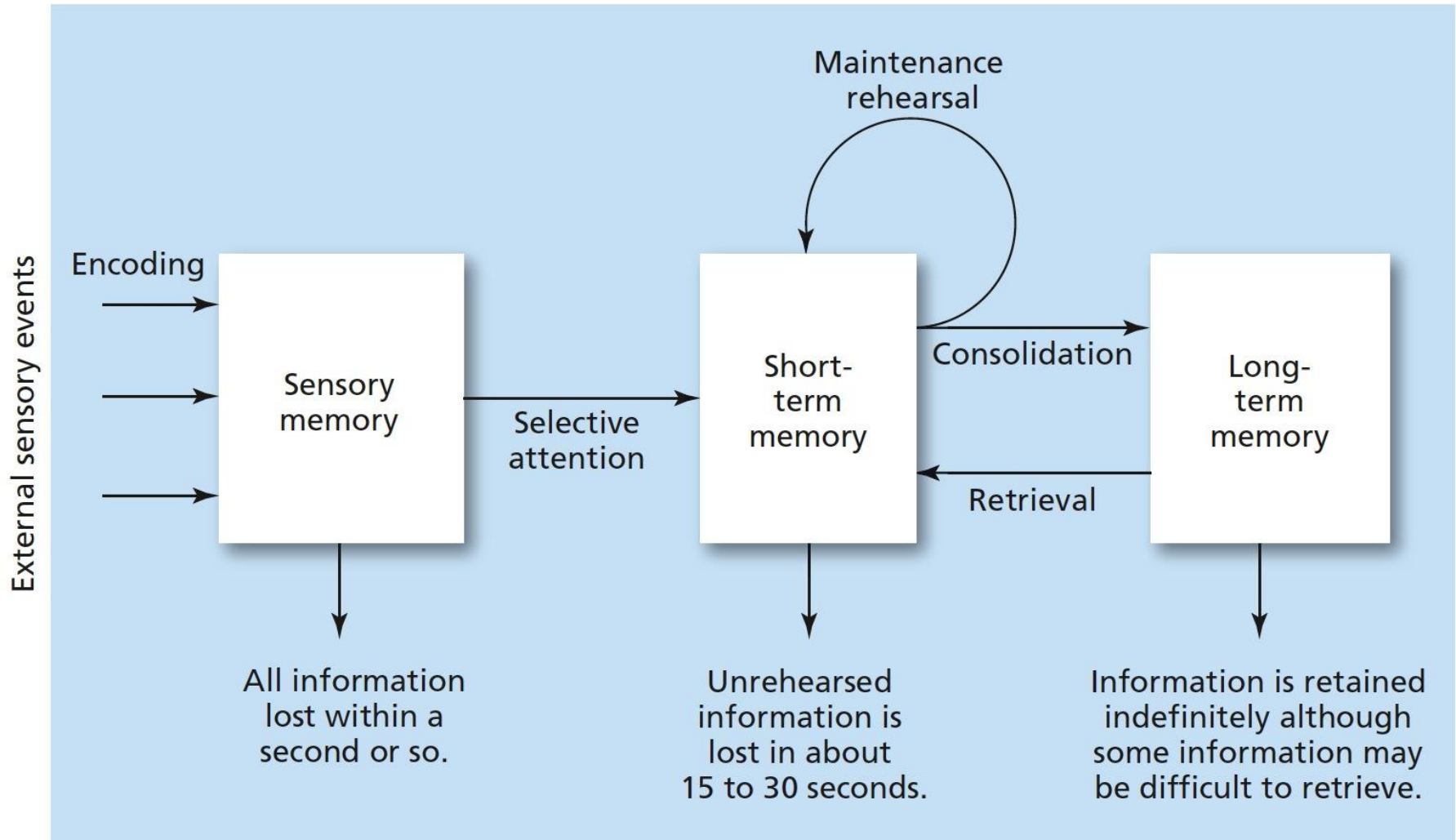


**Figure 7.4 Levels-of-processing theory**

# Three-Stage Process of Memory



Fixation



Display

1/20 second



Tone

Tone occurs either before the display goes off or at a delay of .15, .30, .50, or 1 second

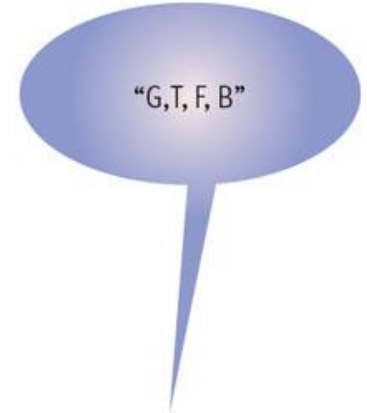
High

Medium

Low

Pitch of tone signals which row to report

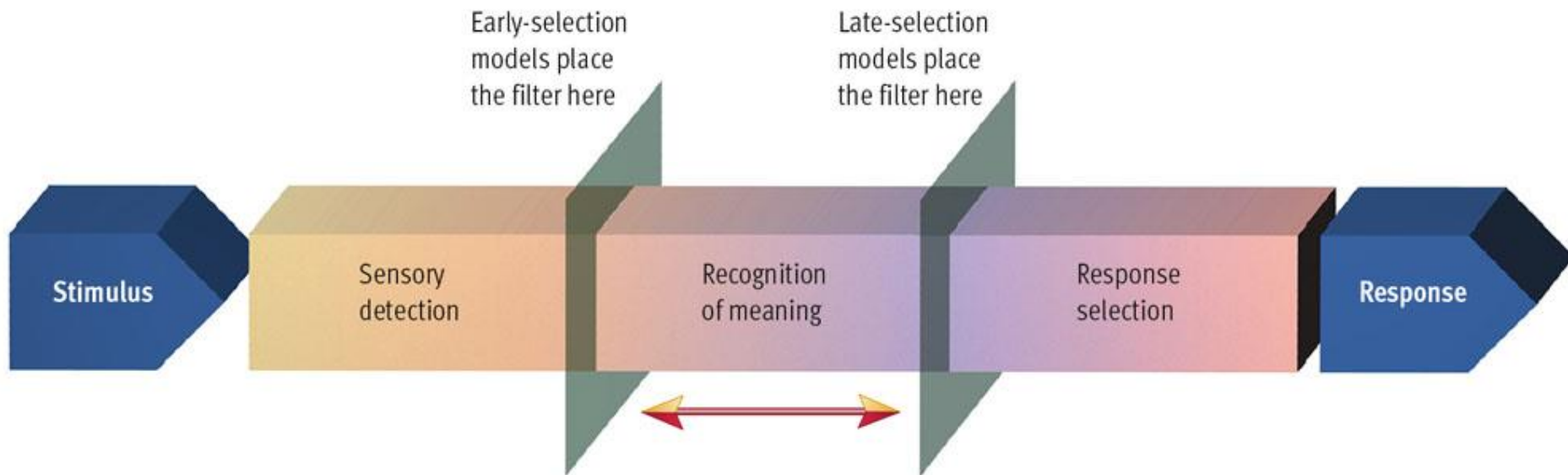
Report



Time (fractions of seconds)

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



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Figure 7.3 Models of selective attention



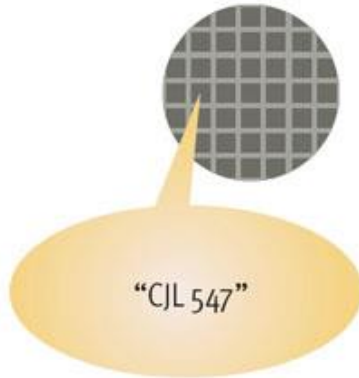
**Warning**

Green signal light: trial about to begin



**Stimulus presentation**

3 letters and a 3-digit number



**Retention interval**

Subject counts backward by threes for intervals of 3 to 18 seconds



**Recall signal and report**

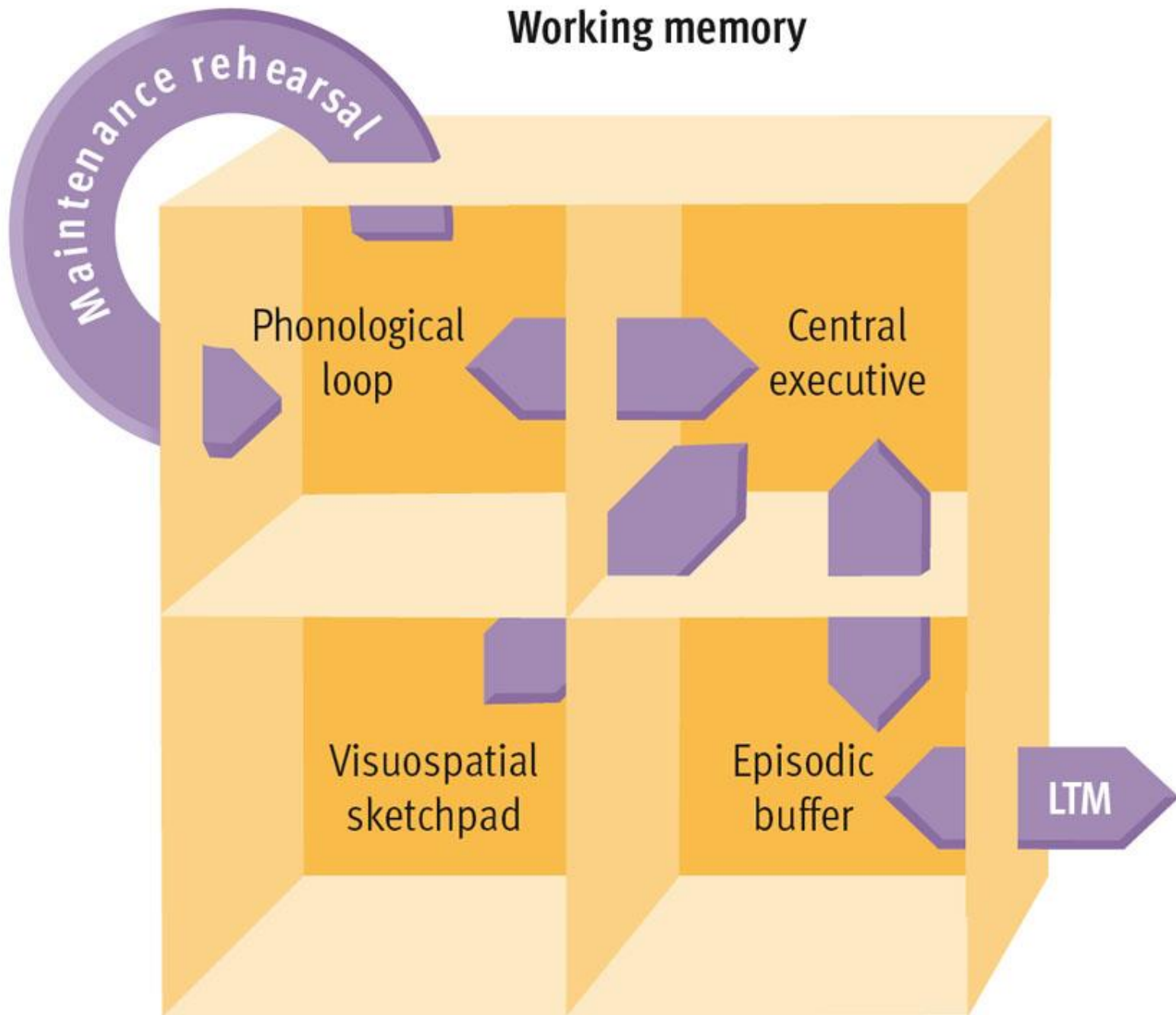
Red signal light: recall letters



Time (seconds)

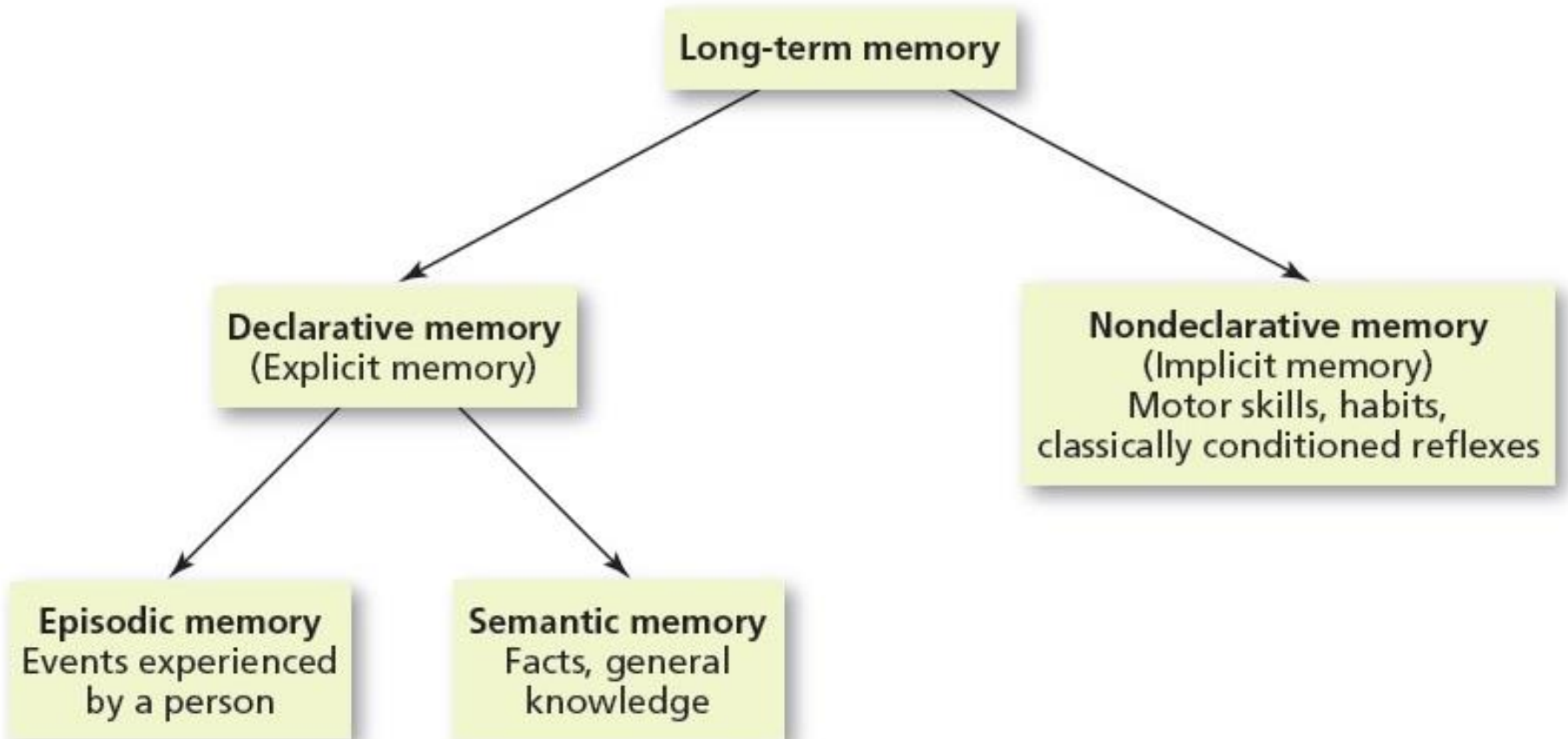
**Figure 7.9 Peterson and Peterson's (1959) study of short-term memory**

# Working memory

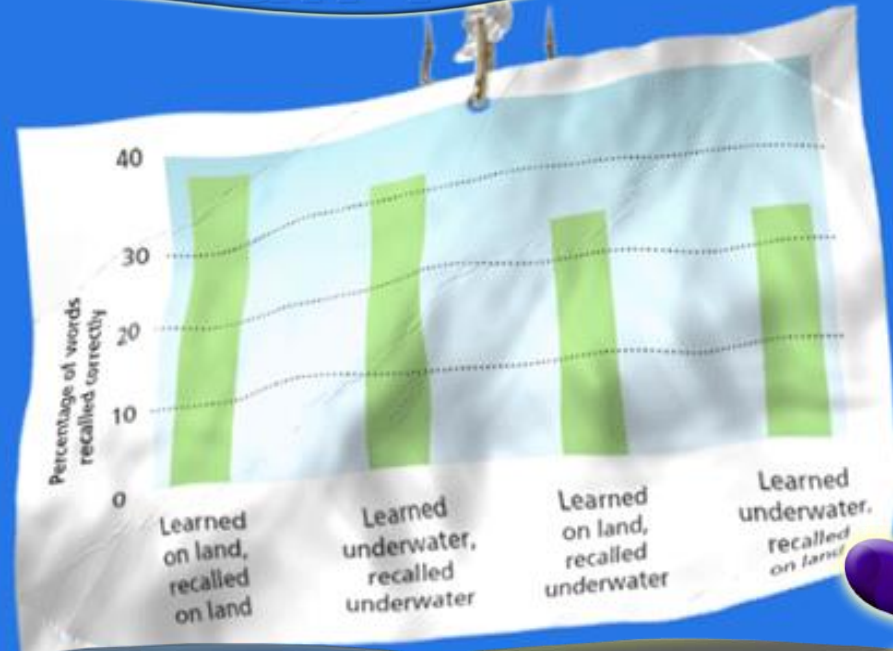




# Figure 6.5 Types of Long-Term Memories



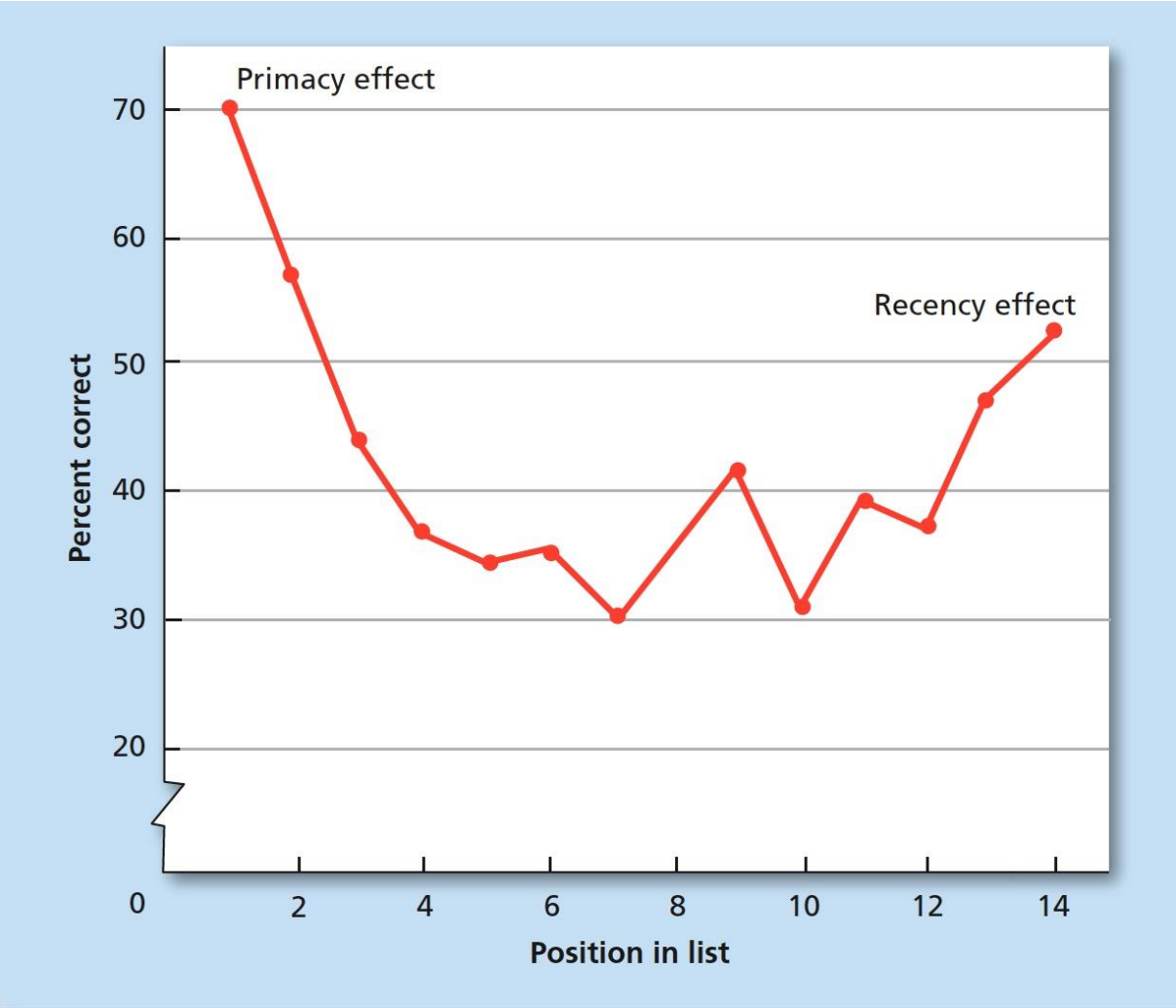
# Godden & Baddeley's (1975) Study



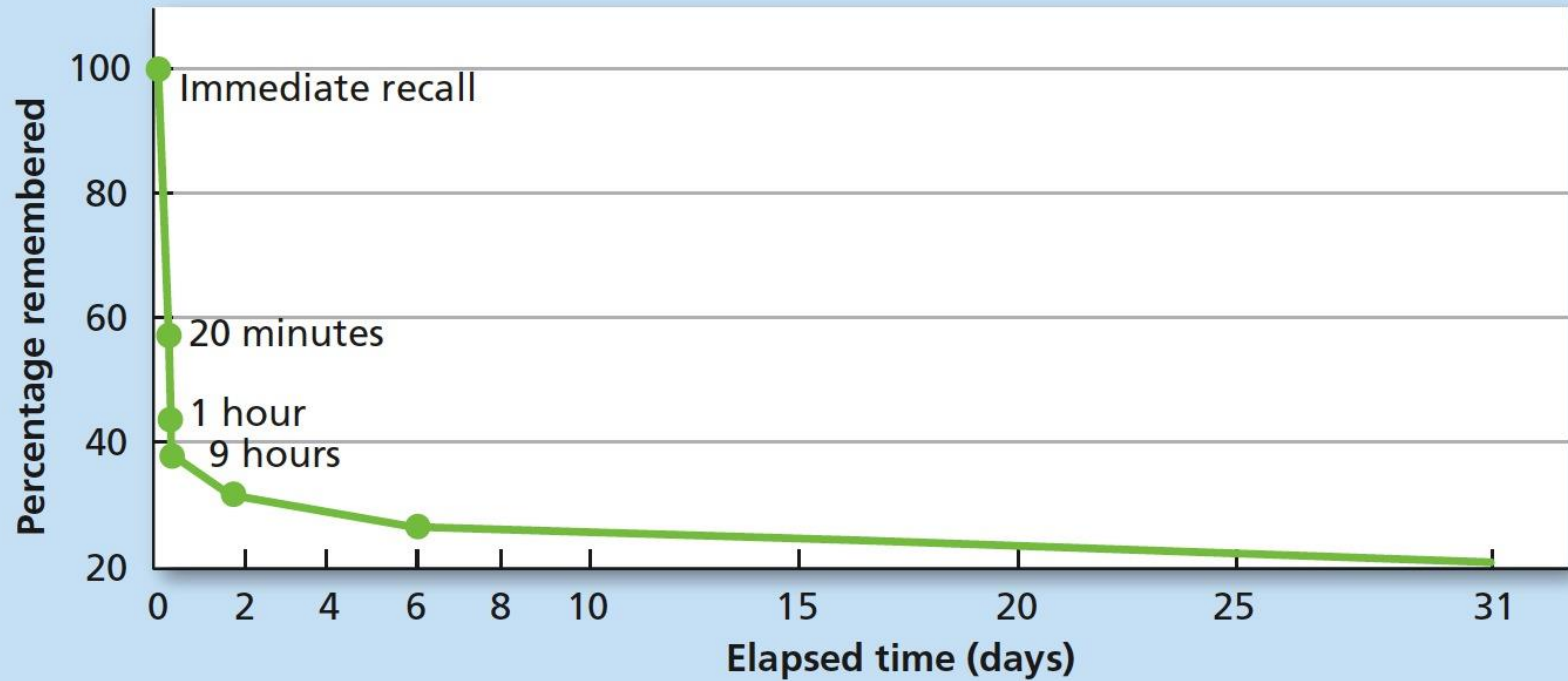


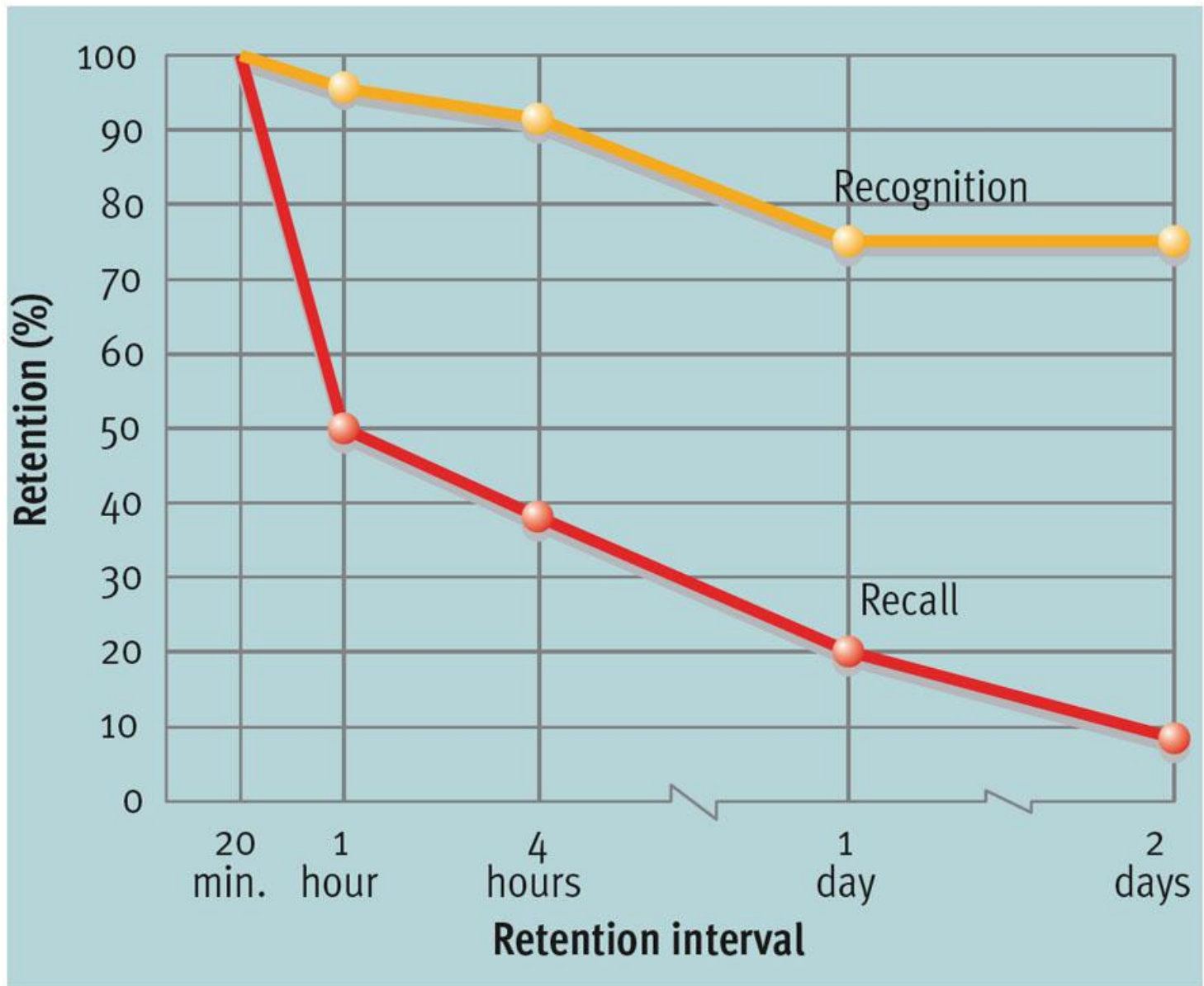
**Figure 6.7 Serial Position Effect**

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.



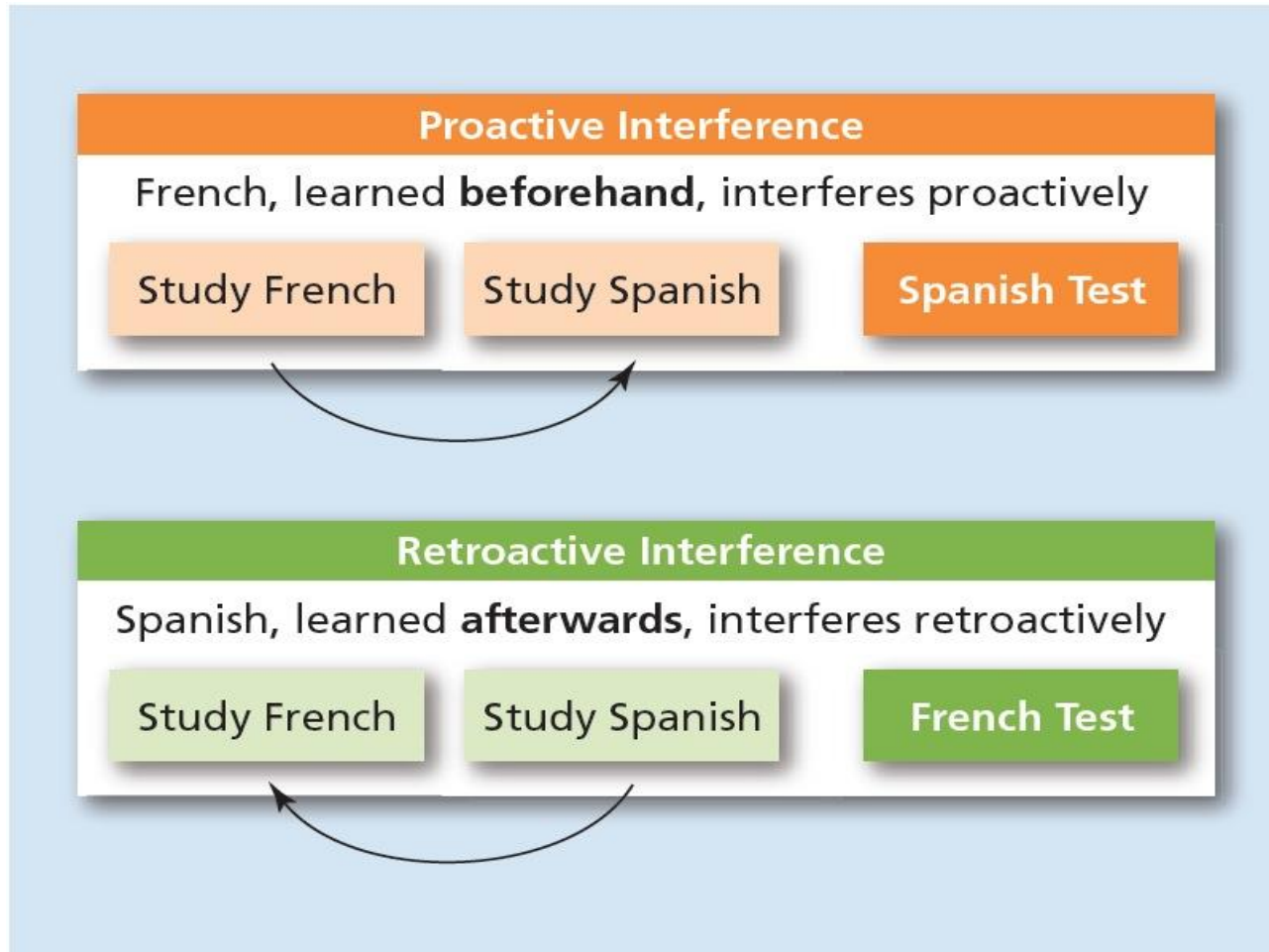
# Curve of Forgetting





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**Figure 7.17 Recognition versus recall in the measurement of retention**

Figure 6.10 Proactive and Retroactive Interference





**Table 6.1**

## Reasons for Forgetting

<b>REASON</b>	<b>DESCRIPTION</b>
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.

