

Instructions: Use your class notes, textbook and the Internet to fill in this summary table, which will help you with your revision.

Summary Table : The Models of Memory

Theory	Theory Outline	Strengths	Weaknesses
<p>MULTI-STORE MODEL</p> <p>ATKINSON & SHIFFRIN</p> <p>1968</p>	<p>This model proposes:</p> <p>Terms to define (mention any extra terms found in these categories – eg encoding)</p> <p>Sensory Memory:</p> <p>Short Term Memory:</p> <p>Long Term Memory:</p>	<p>1. The model can account for primacy & recency effects.</p> <p>Discuss how the work of Murdock (1962) supports this model.</p> <p>2. Supported by studies of amnesiacs. Find an example.</p>	<p>1. The model lacks ecological validity. Discuss this.</p> <p>2. Three separate and single stores is too simplistic.</p>

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Theorist	Theory Outline	Strengths	Weaknesses
<p>WORKING MODEL OF MEMORY</p> <p>BADDELEY & HITCH</p> <p>1974</p>	<p>This model proposes:</p> <p>Terms to define:</p> <p>Central Executive:</p> <p>Visio-spatial Sketch pad:</p> <p>Primary Acoustic Store:</p> <p>Articulatory Loop:</p> <p>Any further notes:</p>	<p>1. Improves on the oversimplification of the multi-store model because</p> <p>2. The model emphasises the active nature of memory</p> <p>3. Potential practical applications (give 2 examples)</p>	<p>1. The research on which model is based lacks ecological validity.</p> <p>2. Discuss some other weaknesses you find.</p>

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Theory	Theory Outline	Strengths	Weaknesses
<p>LEVELS OF PROCESSING</p> <p>CRAIK & LOCKHART</p> <p>1972</p>	<p>This model proposes:</p>	<p>1. The findings of Craik & Lockhart (1972) supports this model. Discuss this model.</p>	<p>1. This model oversimplifies memory. Explain this by discussing other factors that need considering.</p> <p>2. Baddeley suggests the model is based on a circular argument. Discuss this.</p>