

DRAW THE MULTI-STORE MODEL AND LABEL IT

OUTLINE THE MODEL (CODING, CAPACITY AND DURATION OF EACH STORE)

SENSORY

SHORT TERM

LONG TERM

CAN YOU BRIEFLY DESCRIBE A STUDY THAT PROVES EACH OF THE STORES EXIST

STORE	STUDY
Sensory Memory	
Short Term Memory	
Long Term Memory	

STRETCH AND CHALLENGE – EVALUATE THE MODEL (CAN YOU THINK OF TWO STRENGTHS AND TWO WEAKNESSES OF THE MODEL)

STRENGTHS

1. _____

_____.

2. _____

_____.

WEAKNESSES

1. _____

_____.

2. _____

_____.

TRUE OR FALSE (TICK THE APPROPRIATE COLUMN)

QUESTION		TRUE	FALSE
1. Atkinson and shipman developed the Multi-store model			
2. The model is the first basic model of memory			
3. This is referred to as a linear model			
4. Encoding means holding information in the memory system			
5. The sub store “Iconic store” within the sensory memory deals with auditory information			
6. The sensory memory store holds information received from the senses for a very short period of time			
7. Information enters the model initially through rehearsal			
8. The sensory memory holds information for up to 30 seconds			
9. The coding of the sensory memory semantic			
10. Attention is required for information to be passed from sensory memory to short term memory			
11. The capacity of the short term memory has been investigated by Miller.			
12. The duration of the short term memory is said to be up to 30 seconds			
13. In order to keep a phone number in your short term memory until you find a pen and paper to write it down you use “maintenance rehearsal”.			
14. If you don’t elaborately rehearse something in the short term memory it will be forgotten			
15. Information can be held in the Long term memory for a limited amount of time.			
16. Coding in the long term memory is mainly meaningful information.			
17. The Long term memory can technically hold infinite bits of information			
18. The multi store model can be criticised for being too simplistic in explaining human memory			
19. For information to be remembered therefore information needs to be retrieved from long term to short term memory, “attention” is necessary			
20. The case of HM proves the existence of the separate stores outlined by Atkinson and Shiffrin (particularly short and long term memory stores)			