

Memory – Knowledge Organiser

Questions to ask yourself:

- How are memories stored?
- What do the memories actually look like in the brain?
- Why do you think you remember some things and not others?
- Are memories accurate?
- If they are not accurate, what makes them lack accuracy?

Key Theories	Summary	Strength	Weakness
Bartlett's Theory of reconstructive memory	<ul style="list-style-type: none"> • People rebuild memory as an active process. 	<ul style="list-style-type: none"> • Realistic research. • Real-world application e.g. eyewitness testimony. 	<ul style="list-style-type: none"> • Some memories are accurate.
Atkinson and Shiffrin's Multi-Store Model of Memory	<ul style="list-style-type: none"> • Three memory stores: different coding, capacity and duration. 	<ul style="list-style-type: none"> • Supporting evidence (Baddeley). 	<ul style="list-style-type: none"> • Reductive (doesn't explain multiple LTM stores). • Artificial materials (lacks validity).

Key Studies	Summary	Strength	Weakness
Bartlett's War of the Ghosts study	<ul style="list-style-type: none"> • To see if memory is reconstructed when recalling an unfamiliar story. 		<ul style="list-style-type: none"> • Lacks control. • Results were biased. • Story was unusual.
Murdock's Serial Position Curve	<ul style="list-style-type: none"> • Words at the beginning are remembered more (recency effect – LTM). Words at the end are remembered more (primacy effect – STM). 	<ul style="list-style-type: none"> • Controlled laboratory study. 	<ul style="list-style-type: none"> • Artificial task. • Only used students.

	Key Term	Definition
1	Encoding	Taking new information into memory; an input process.
2	Capacity	The amount of information that can be held in a memory store at one time.
3	Duration	The length of time a memory store can retain information before it's forgotten.
4	Retrieval	Accessing stored information and bringing it back to mind when needed.
5	Storage	The process of maintaining information in memory over time.
6	Sensory Store	Information that arrives at our senses. Encoded as it is received. Duration – less than 1 second. Capacity – very limited.
7	Short-Term Memory	Duration – up to 30 seconds. Capacity 7 (+/- 2) pieces of information.
8	Long-Term Memory	Duration – potentially unlimited. Capacity – potentially unlimited.
9	Episodic Memory	Long-term memory for life events.
10	Semantic Memory	Long-term memory for facts and meanings.
11	Procedural Memory	Long-term memory for skills.
12	Interference	A type of forgetting where information is lost because it is confused with other information.
13	Context	A factor that affects memory; it's easier to remember things in the same context as where they were first learned.
14	False Memories	Events that appear in memory but didn't actually happen.

