

Describe one memory model, using one example of relevant research to support your answer.

'Describe' requires that you give a detailed account of the memory model, using a study to support your answer.

Atkinson and Shiffrin's (1968) multi-store memory model (MSM) is a model explaining their theory of memory. It explains how information flows through three stores, with each have different capacities and durations: sensory memory, short-term memory (STM) and long-term memory (LTM).

Fully focused on the question. The answer goes straight in with an example of a memory model.

Sensory memory is based on the five senses of sight, hearing, smell, taste and touch, which are brief memories of stimuli kept for just a fraction of a second. If we attend to this information it is transferred to short-term memory. Short-term memory lasts for about 30 seconds, and is encoded by the sound and look of the words or items and can be increased by employing mnemonics (strategies to increase the capacity), such as pictures, or alphabetically or structurally organising the items in some way. If material is not processed (usually through rehearsal), then it is lost when new information comes into the short-term memory store and displaces it. Information that is rehearsed in short-term memory is then transferred to long-term memory. Long-term memory processes information semantically (by meaning) and its capacity is unknown; it is thought by many psychologists to be unlimited. However, information in long-term memory can be hard to retrieve.

Knowledge and understanding of the MSM is accurate and detailed.

Glanzer and Cunitz (1966) conducted an experiment, demonstrating that the U-shape of the serial position curve, which showed which words were stored and retrieved best under two different retrieval conditions, suggests there are two separate stores for short-term and long-term memories. A 30-second delay before retrieval was enough to extinguish the recency effect of STM, and a 9-second gap between the presentation of words was enough to generate the primacy effect of LTM. These results support the MSM's design of two separate LTM and STM stores.

The response is supported by Glanzer and Cunitz's research, which is described and explicitly linked to the question.

Words: 281

Marks – 7-9 descriptor band.

Examiner-type comments: This is a very good response that is focused, shows relevant and accurate knowledge and understanding and would gain a mark in the top band. Any model could have been used, so long as the student wrote with this clarity, detail and focus.