Sensory memory:
Holds info – fraction of a second
All encoding
Evidence: Sperling – 3 rows of letters-brief exposures. Whole report: immediate recall 4-5 items – image fades.
List of words – free recall. Cond.1 – immediately, Cond.2 – distracter task after Presentation, Count backwards in 3’s for 30 seconds. Cond.1 serial recall curve, Cond.2 distracter task disrupted recency effect – last words not recalled. Counting displaced last words from STM didn’t effect earlier words LTM.
KF – Intact LTM, recall stored info, STM affected – recency effect of 1.
HM – brain surgery – severe memory deficits, couldn’t remember ten years before surgery or retain new info. 6 numbers in order-STM intact. Couldn’t remember same magazine or psychologists-LTM defective unable to retrieve or learn
Strengths/Weaknesses: Psychologists to construct testable models of memory, provided foundation for later work. Distinction of different components. Over simplified, fails to reflect complexities of human memory. Evidence is artificial-lab based, Doesn’t reflect memory in everyday life.