

Bahrick (1975)- Duration of LTM

- Tested 400 US grads on their memory for former classmates photos, years later, by getting them to match names to faces
- 90% accuracy for remembering faces and names 34 years after graduation
 - Memories stored in LTM can last a lifetime
- Clive Wearing (cannot transfer information to LTM)
- Flashbulb Memory (you don't need to rehearse information to be passed into the LTM)

Retrieval Failure Theory

Memory is there but cannot be access it.

Two types of cues: context (environmental cues) and state (mental cues)- Tulving and Thompson (1973)

Proposed the encoding specificity principle which argues that memory is most effective when information that was presented at the time of coding, is also presented at the time of retrieval.

Interference Theory

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• Memory has disappeared.

One memory has disrupted or interfered with a different memory.

Proactive interference (old memories interfering with new memories)

Retroactive interference (learning something new can interfere with old memory)