Conclusion:

- Schema processing has an effect on retrieval and encoding as it could only have influenced recall at the retrieval stage.
- People encoded information irrelevant to their new schema since those who had the buyer schema first were able to recall burglar information when the schema was changed and vice versa.

Evaluation:

+ Shows cause and effect relationship between encoding and retrieval
+ There are standardised procedures so the experiment is repeatable
- There is low ecological validity and therefore low mundane realism because the experiment doesn't reflect real life due to artificial situation

Evaluation of Schema Theory:

- Lots of research has supported the idea that schemas affect cognitive processes such as memory
- It is useful for understanding how people categorise information, interpret stories, and make inferences among other things
- Schema theory has contributed towards an understanding of memory distortions as well as social cognitions
- It is not entirely clear how schemas are formed in the first place or how they influence cognitive processes



## Multi-Store Model

**Atkinson and Shiffrin (1968)** proposed the multi-store model. Rehearsal ensures the transfer of information from short-term memory to long-term memory. Sensory memory registers sensory information and stores it for up to four seconds in the short term memory. The short term memory has a capacity of around seven items and a duration of up to twelve seconds. Information is transferred to the long term memory if it is rehearsed.

## Working Memory Model

The working memory model was suggested by **Baddeley and Hitch (1974)** and builds upon the multi-store model.

The **central executive** is responsible for controlling and regulating cognitive processes. Its most important job is attentional control, which happens in two ways:

1. Autonomic level which is based on habits
2. Supervisory level which deals with emergencies or creates new strategies when old ones are no longer sufficient. It binds information from different sources and shifts between tasks and retrieval strategies

The **phonological loop** is a brief store and has a rehearsal mechanism. It stores verbal information. A memory trace lasts 1.5 to 2 seconds if it is not refreshed by the articulatory control system. The phonological store can receive information from the senses or from the long term memory in the form of verbal information.