

long term memory. Such as flash bulb memories, which suggest that when emotions are attached we are more likely to remember the event?

☹ **WORKING MEMORY MODEL (MSM IS SIMPLIFIED)**

Baddeley and Hitch argued that the Multi-store model was too simplified and suggested that the STM consisted of sub-parts as opposed to being a unitary system.

☹ **CASE OF KF**

The multi-store model cannot explain why K.F. who had his STM impaired was still able to recall visual information but not auditory.

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Christianson interviewed 110 witnesses to bank robberies. Those who had been face-to-face remembered more details than those who had been onlookers therefore less emotionally aroused.

☹ **SIGNIFICANT VERSUS INSIGNIFICANT**

Also there is the issue of insignificant versus significant details. Loftus carried out another study where she showed P's a series of pictures in which a man steals a red wallet from a woman's bag. Afterwards 98% of the participants identified the colour correctly. Furthermore when P's were given a description stating that the purse was brown Participants persisted with their original answer. Again showing that misleading questions might not distort someone's memory.

☹ **OTHER FACTORS**

Remember to argue that there are factors that determine how accurate someone's account of an event is for instance what was the visibility like, what were their ages etc...

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