AP Psychology Name_____

Sensory Memory/Short-Term Memory/Long-Term Memory

Learning Target:

- Differentiate between the different types of memory storage involved in the Atkinson and Shiffrin information processing model of memory storage (sensory, short-term, and long-term).

Directions: For each of the following examples, determine if the statement refers to *Sensory, Short-term or Long-term Memory.*

1. _____This type of storage is generally believed to hold about 7 bits of information.
2. _____This type of storage lasts about 1-2 seconds.
3. _____This type of storage allows you to remember your fifth birthday party.
4. _____Echoic memory and iconic memory are both types of this type of storage.
5. _____This type of storage is the outcome of the workings of the hippocampus.
6. _____This type of memory storage acts as a filter.
7. _____This memory storage allows you to remember the capitals of all 50 states.
8. _____This type of memory storage can last up to a few minutes.
9. _____The capacity for this type of memory storage can be aided by chunking.
10. _____This type of memory storage does not interpret incoming information.
11. _____This type of memory storage is important because it helps to integrate what we already know with incoming information.
12. _____This type of memory storage contains the phonological loop, the visuospatial sketchpad, episodic buffer, and the central executive according to Baddeley's model.
13. _____This type of memory storage allows us to take a 'snapshot" of our environment.
14. _____Retrieval from this type of memory storage may be influenced by the decay theory.
15. _____ and _____If these two types of memories are not sent for further evaluation they will be lost forever according to the information-processing theory.
16. _____The capacity for this type of memory storage is potentially infinite.
17. _____This type of memory is also known as working memory.
18. _____Maintenance rehearsal can keep a memory in this area of temporary storage a bit longer.

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