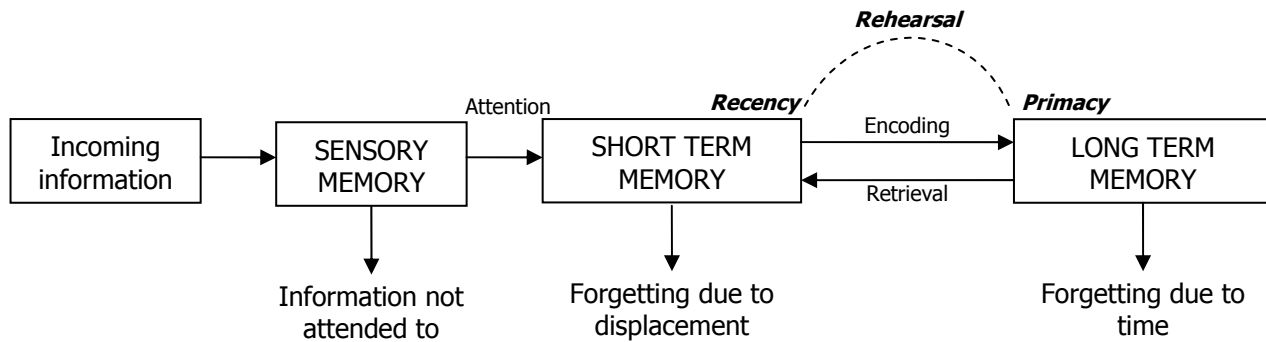


Cognitive Psychology – Notes from 12/03/04

Multistore Model – Atkinson & Schiffrin (1968, revised)



Weaknesses

- Se CAN learn implicitly
- Focuses so much on rehearsal
- Cocktail party phenomenon – your attention can suddenly change if you hear your name said in a large group of people

Evaluation of the Multistore Model

The MS model states that the transfer of information from STM to LTM is through rehearsal. In day to day life, most people do not rehearse information even though we store information in our LTM. Rehearsal may describe what happens when psychologists conduct experiments in laboratories but is this ecologically valid? The model is simplified and assumes that we have a single STM store and a single LTM store. Experiments with brain damaged patients have shown there are several stores within the brain. Also, declarative and procedural knowledge are two separate areas of LTM.