

**MEMORY:           BADDELEY**  
**ENCODING IN STM & LTM**

**Aim:** to explore the effects of acoustic and semantic coding in STM and LTM

**Procedures:**

- ❑ In the STM study, participants were asked, immediately after presentation, to recall, in serial order, a list of five words taken from a pool of words in the following categories:
  - acoustically similar words (e.g. man, mad, map)
  - acoustically dissimilar words (e.g. pen, day, few)
  - semantically similar words (e.g. great, big, large)
  - semantically dissimilar words (e.g. hot, old, late)
- ❑ In the LTM study, each list of words was extended to ten and recall was tested after an interval of 20 minutes

**Findings:**

- ❑ Words with similar sounds were much harder to recall using STM than words with dissimilar sounds
- ❑ Similarity of meaning had only a very slight detrimental effect on STM
- ❑ When participants were recalling from LTM, recall was much worse for semantically similar words than for semantically dissimilar words
- ❑ Recall from LTM was the same for acoustically similar and acoustically dissimilar words

**Conclusions:**

- ❑ STM relies heavily on acoustic coding
- ❑ LTM primarily makes use of semantic coding

**Criticisms:**

- ❑ The use of the experimental method allows a causal link to be drawn between type of coding used in STM and LTM and the accuracy of the recall
- ❑ The conclusions may not reflect the complexity of encoding