

**MEMORY: McCLOSKEY ET AL.
FLASHBULB MEMORY**

Aim: To test the accuracy of flashbulb memory

Procedures:

- People were interviewed a few days after the explosion of the American space shuttle Challenger in 1986 about their memories surrounding the event
- The same people were interviewed again after nine months

Findings:

- There were inaccuracies in the memories
- There were discrepancies between what was recalled shortly after the accident and what was remembered nine months later

Conclusions:

- So-called Flashbulb memories are subject to the same types of inaccuracy and forgetting as other memories
- Therefore, so-called Flashbulb memories are not special memories but are products of ordinary memory

Criticisms:

- This was not an artificial laboratory study. People were asked to recall a real event that they had witnessed on TV or heard about through the media
- Conway and colleagues reject the idea that flashbulb memories are simply stronger versions of ordinary memories. They have claimed that the Challenger accident did not meet the criteria for flashbulb memories