Exercise walk-through

2.2
Thinking and Memory

GAC Psychology

You must be able to

- distinguish encoding, storage, and retrieval
- describe the multi-store model
- explain limits of short-term and working memory

1 The method

Method — Find where memory failed

Encoding 编码 gets information in, **storage 存储** keeps it, and **retrieval 提取** gets it out. A name not noticed was never encoded; it was not later forgotten. The multi-store model separates sensory, short-term, and long-term memory. **Working memory 工作记忆** holds information while actively using it, such as retaining a number while adding.

2 Practice

Practice 2.1 ▪ 1 mark

Define retrieval.

Solution 2.1

Worked steps

- Getting stored information out of memory. B1

Practice 2.2 ▪ 1 mark

State which memory store briefly holds information before rehearsal.

Solution 2.2

Method: Find where memory failed — p.4

Worked steps

- Short-term memory. B1

Practice 2.3 ▪ 2 marks

Explain why a long spoken instruction may be difficult to follow.

Solution 2.3

Worked steps

- Short-term/working memory has limited capacity. B1
- Earlier parts may be lost while later parts are heard. A1

3 Exam-style

Exam-style 3.1 ▪ 4 marks

Explain why failing to notice a person's name is an encoding problem rather than forgetting.

Solution 3.1

Method: Find where memory failed — p.4

Worked steps

- Encoding is getting information into memory. **B1**
- The name was not attended to or processed. **A1**
- It was therefore not stored for later retrieval. **A1**
- Forgetting requires information to have entered memory first. **B1**

Exam-style 3.2 ▪ 4 marks

Compare short-term memory with working memory.

Solution 3.2

Method: Find where memory failed — p.4

Worked steps

- Both hold a limited amount of information briefly. **B1**
- Short-term memory stores information temporarily. **A1**
- Working memory holds it while processing or using it. **A1**
- Working memory is active rather than only temporary storage. **B1**