

2.2 Memory models and forgetting

Name: _____ Class: _____ Date: _____

Total: 12 marks

KEY WORDS encoding 编码 • storage 存储 • retrieval 提取 • working memory 工作记忆

Objective

Use memory models to explain encoding, storage, retrieval, and forgetting.

You must be able to:

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

1 Worked examples

■ 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

2.1 Define retrieval. [1]

2.2 State which memory store briefly holds information before rehearsal. [1]

2.3 Explain why a long spoken instruction may be difficult to follow. [2]

3 Exam-style questions

3.1 Explain why failing to notice a person's name is an encoding problem rather than forgetting. [4]

3.2 Compare short-term memory with working memory. [4]
