

DEPARTMENT OF PSYCHOLOGY  
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## Memory

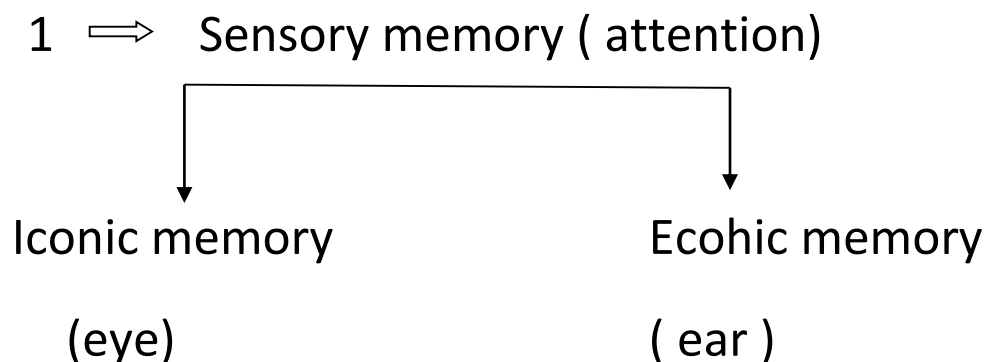
### STM

- ⇒ 20- 30 Sec
- ⇒ More decay
- ⇒ Storage capacity limited
- ⇒ (7+\_ 2) know as magical no.  
(Given by Millar )
- ⇒ Forgetting occurs due to  
forgetting of memory trace.
- ⇒ Affected by ► phonological /  
Acoustic coding
- ⇒ Recency effecet

### LTM

- ⇒ No time limit or whole life
- ⇒ less decay
- ⇒ Unlimited
- ⇒ forgetting occurs due to not  
Avaibility of retrieval cue.
- ⇒ affected by ► semantic coding
- ⇒ primacy effect

## Atkinson shiffring and buffer modal / modal model



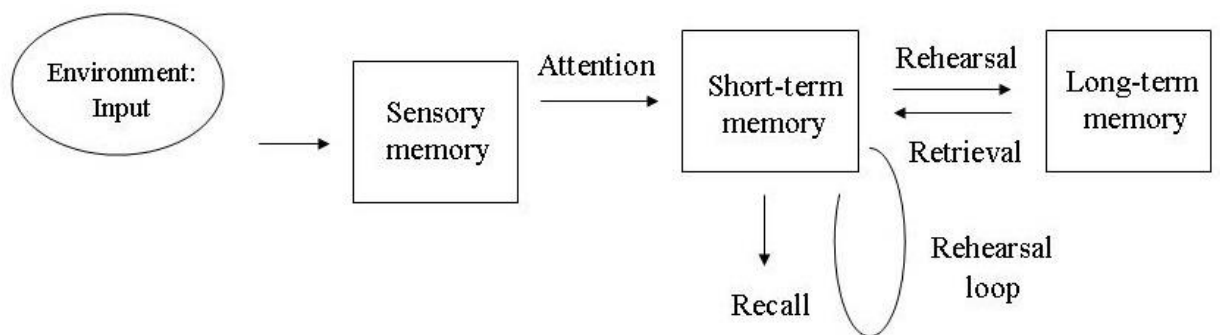
Visible 0.2 – 0.4 sec      Auditory 3-4 sec  
↓  
Time interval is high as compare to iconic memory.

2 ⇒ Short term memory

It includes two types of rehearsals:

Maintenance rehearsal or type one rehearsal. As the name suggests, these kind rehearsals simply maintain information through repetition and when repetition discontinues the information is lost.

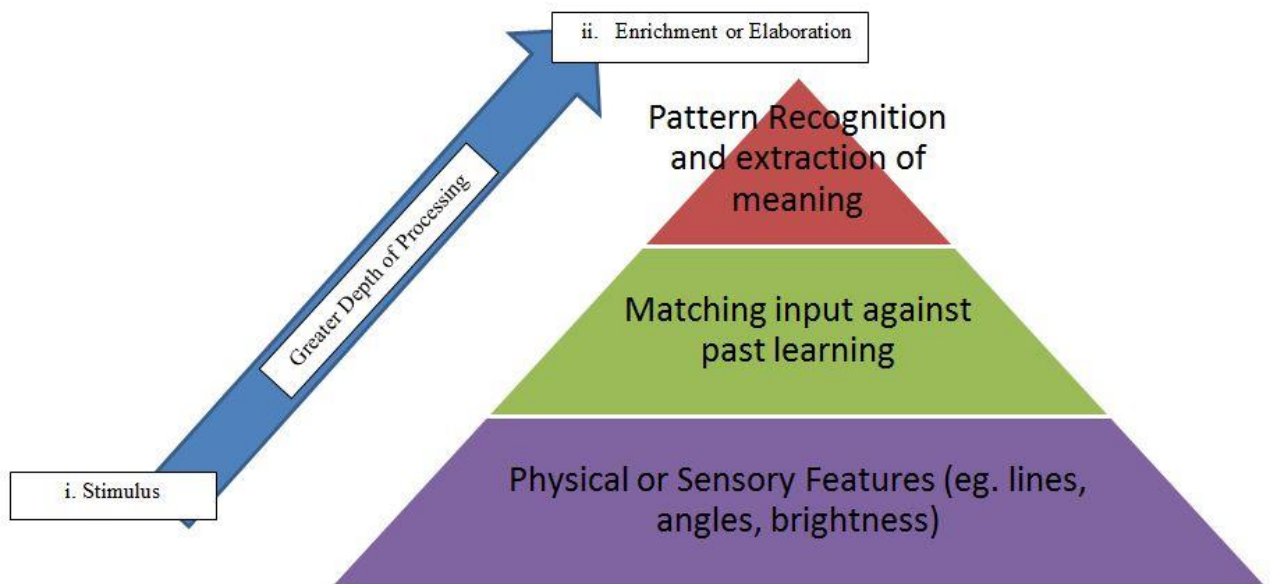
From ~~short~~ short term memory information enters the long term memory through **Elaborative rehearsal**.



- **LEVEL OF PROCESSING THEORY**

Given by – Craik and lockhart.

This theory was proposed by craik and lockhart in 1972. This theory says that processing of any new information relates to the manner in which it is perceived, analyzed and understood.



Based on: Craik, F. I. M., & Lockhart, R. S. (1972). Levels of processing: A framework for memory research. *Journal of Verbal Learning and Verbal Behavior*, 11, 671-684.

## The Levels-of-Processing Model ( Craik & Lockhart, 1972)

- It focuses on the different kinds of cognitive processing that people perform on information at the time of encoding
- The depth of processing was postulated to fall on a shallow to deep continuum

Shallow processing  deep processing

- For example, the word “Blue”
  - Shallow processing involves identifying the alphabets that spell the word “Blue”
  - Deep processing involves associating or giving meaning to the word “Blue” (a type of color)

**Models of Memory: The Level-of-Processing Model**

## **PRINCIPAL OF SPECIFICITY**

- Present in all memory
- Retrieval cue - encoding
- Retrieval cue present – best recall
- Retrieval cue absent – poor recall

## **CONTEXT DEPENDENT MEMORY (PHYSICAL)**

- Related to environment .
- In which environment(eg-water) we encode the information the best best recall will be done in the water (environment)

## **MOOD OR STATE DEPENDENT MEMORY**

- Related to mood state or emotional state.
- Given by - Bower

- Sad → Poem → encode

After 20 days

Happy → poem → poor recall

Sad → poem → best recall

