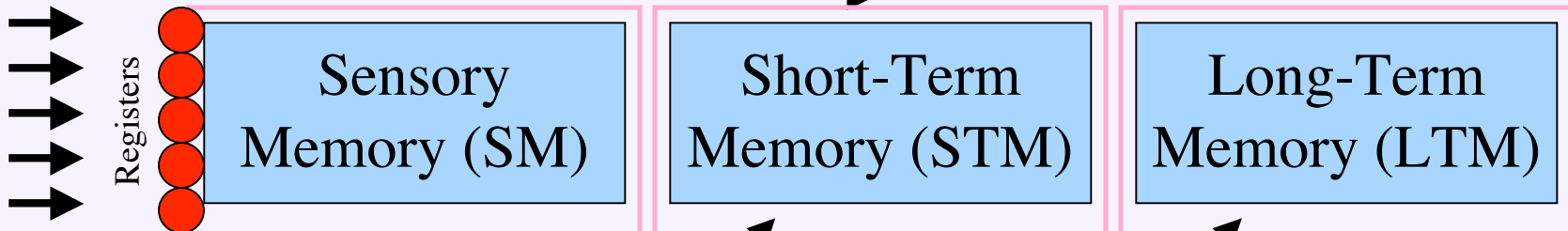


Traditional Separate-Store Model (Modal Model, Shiffrin-Atkinson Model)

External stimuli
(5 sensory modalities)

Maintenance rehearsal



Encoding:

Attended and perceived information is encoded (“echoes” and “icons”)

Elaborative rehearsal. Depends on depth of Processing.

Storage:

Big capacity for 1-2 sec

7 ± 2 chunks for about 20 sec

Maybe unlimited for lifetime

Retrieval:

Attention to information

Serial, not Parallel search

State/Context Dependency