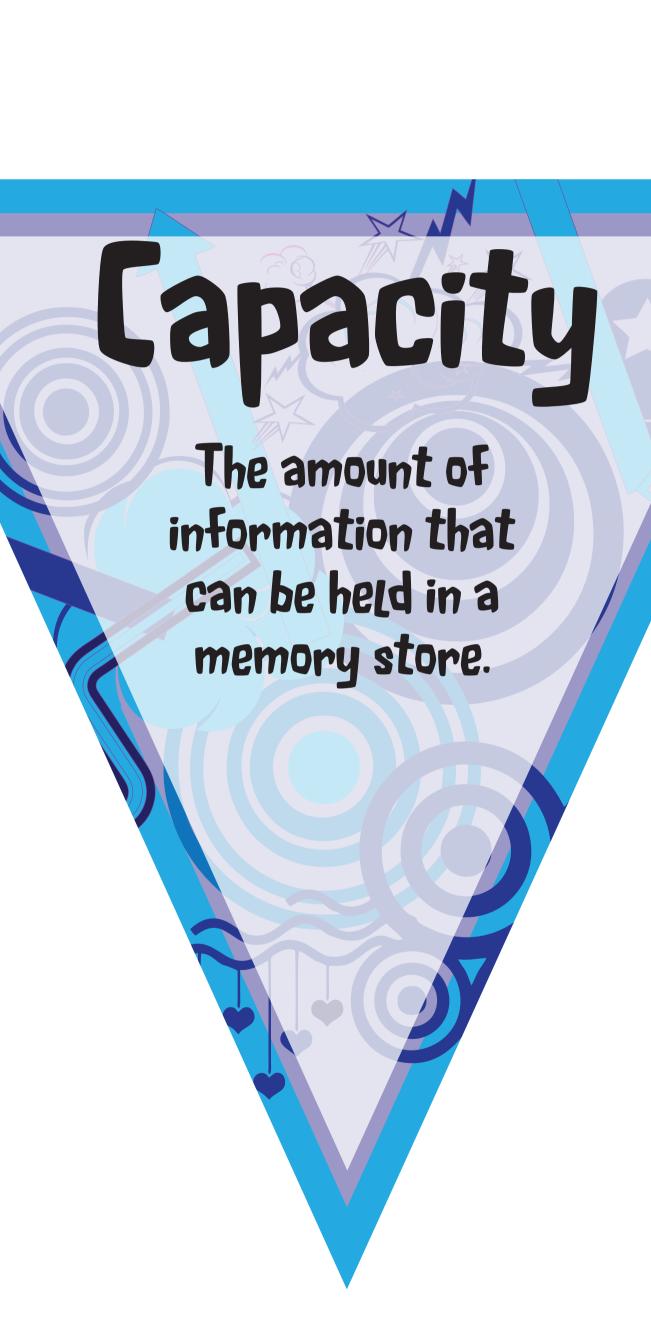


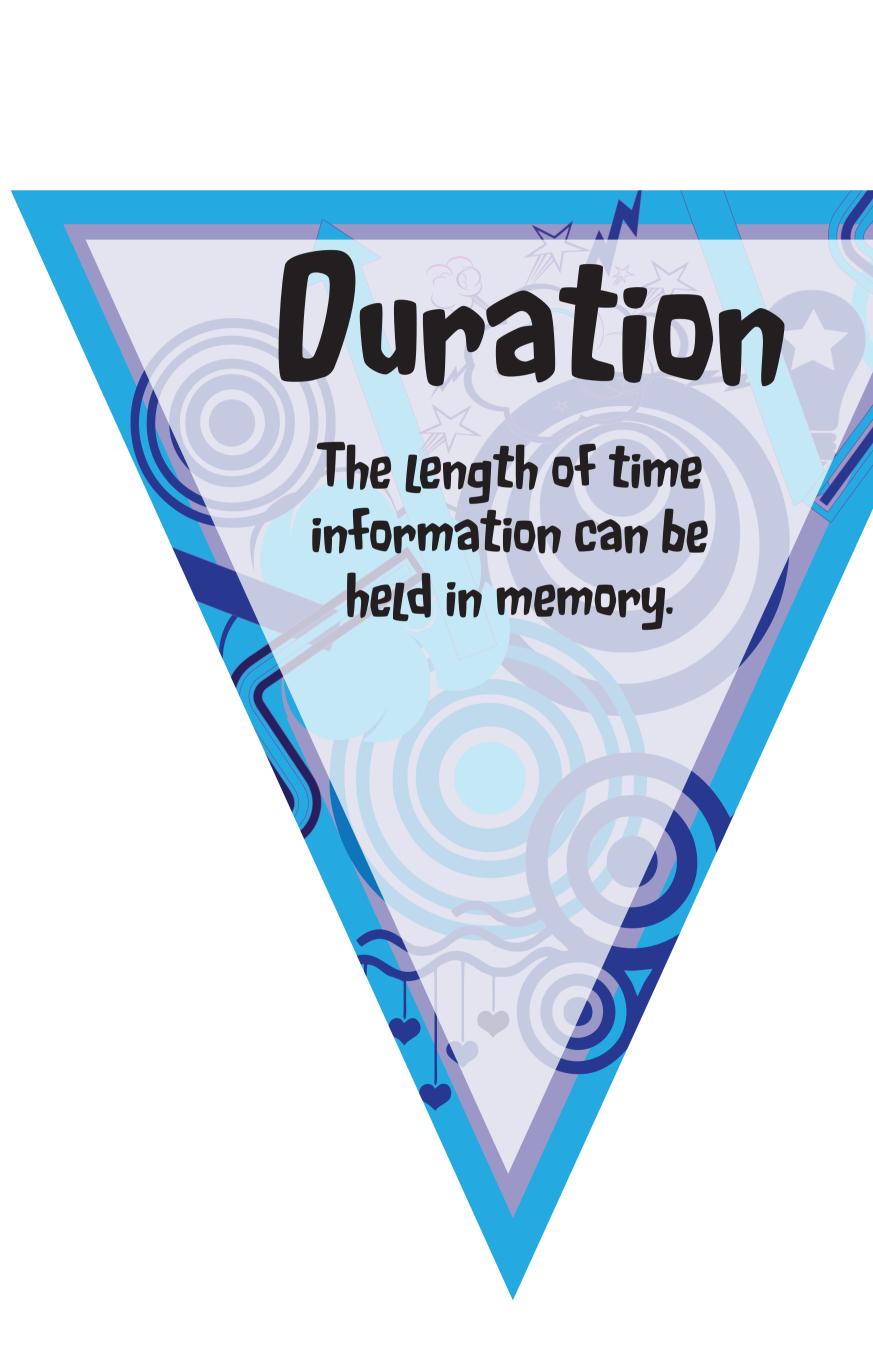


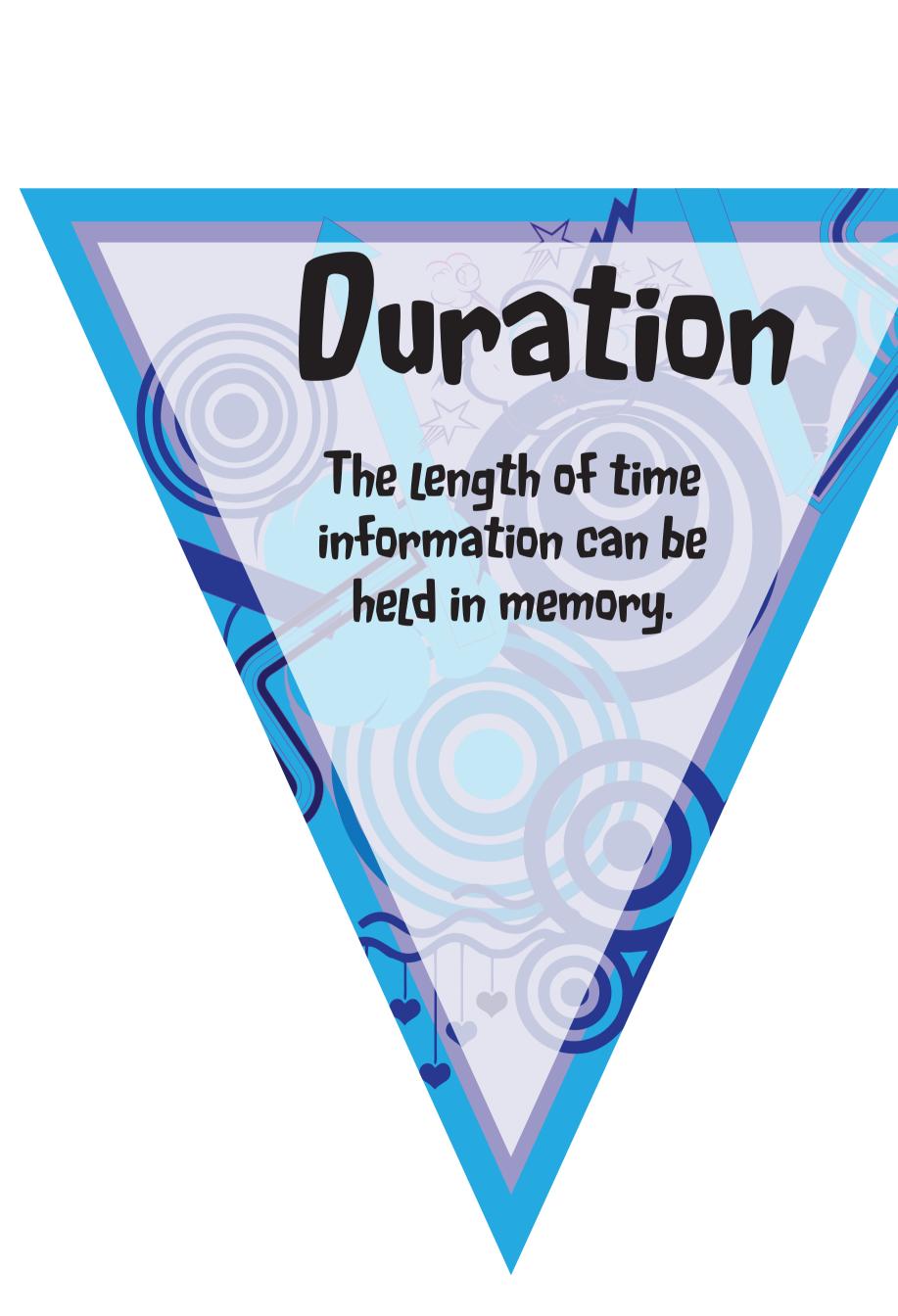
The format in which information is stored in the various memory stores.





The amount of information that can be held in a memory store.







The Limited-capacity memory store. Coding is mainly acoustic (sounds), capacity is between 5 and 9 items on average, duration is between about 10 and 30 seconds.

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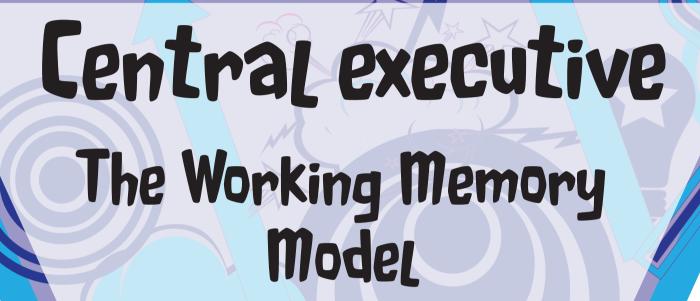
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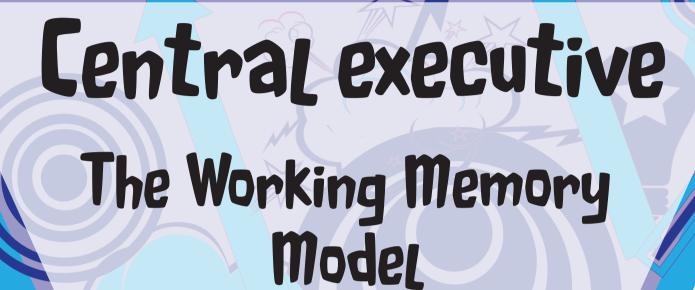
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#### Explanations for forgetting: Retrieval failure theory

If a cue is to help us to recall information it has to be present at encoding (when we learn the material) and at retrieval (when we are recalling it).

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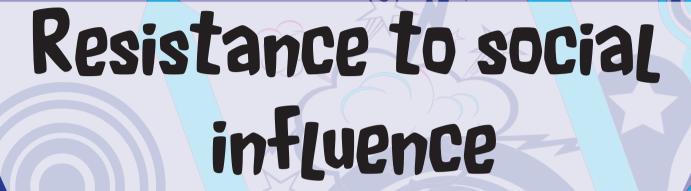
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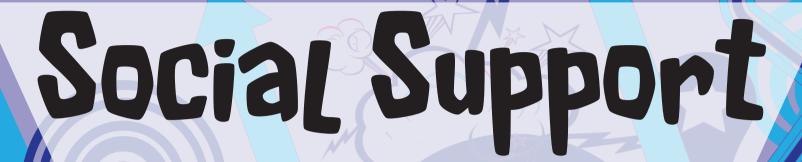


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