

- 2 Complete the sentences by choosing the best words from the selection below. You do not have to use all the words. [4]

encoding meaning words semantic visual

According to the multi-store model of memory, short-term memory takes in information using acoustic This means that it processes and stores the sounds of words or other items. In contrast, the long-term memory uses encoding – it stores information based on its meaning. This means that people tend to remember the gist of a story over the long term, not the exact

- 3 Is rehearsal a sufficient process to encode new information to long-term memory? [1]

Factors Affecting Memory

- 1 Complete the sentences by choosing the best words from the selection below. You do not have to use all of the words. [3]

interference repression short-term harder easier distinctive

Information can be forgotten because it gets confused with other information – a process known as This happens less with unusual events because they are more, and therefore better remembered. It's also to remember things in the same physical location as where we first learned them.

- 2 Name **three** ways in which people may be in a different state when they try to retrieve a memory. [3]

- 3 Which of the following describes a schema? Shade **one** box only. [1]

- A A visual memory technique that can be used when revising.
- B A mental concept, influenced by life experience and culture.
- C The process of encoding things to long-term memory.
- D A belief that people have about other cultures.