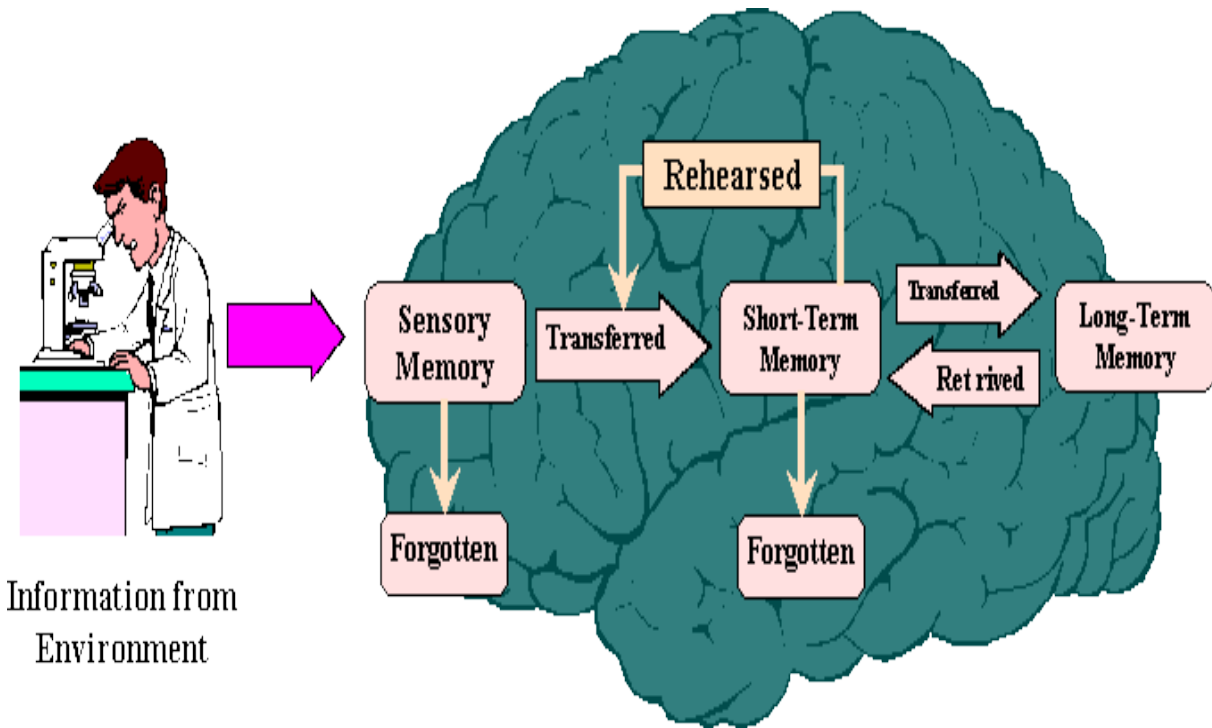


# Information Processing Model



**Memory is divided into three storage systems: sensory, short-term, and long-term.**

**Sensory Memory:** The sensory memory retains an exact copy of what is seen or heard (visual and auditory). It only lasts for a few seconds. It has unlimited capacity.

**Short-Term Memory (STM):** Selective attention determines what information moves from sensory memory to short-term memory. It works basically the same as a computer's RAM (Random Access Memory) in that it provides a working space for short computations and then transfers it to other parts of the memory system or discards it. Is thought to be about seven bits in length, that is, we normally remember seven items. STM is vulnerable to interruption or interference.

**Long-Term Memory:** This is relatively permanent storage. Information is stored on the basis of meaning and importance.