



Limitations of the information processing model Memories are described as literal, "hard" data stored on a computer disk or hard drive. But human Also, computers process one piece of data at a time ,while human memory can

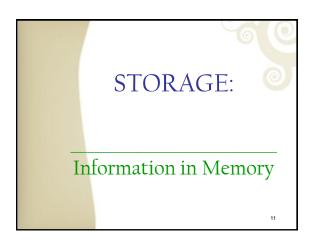
Parallel Distributed Processing (PDP)

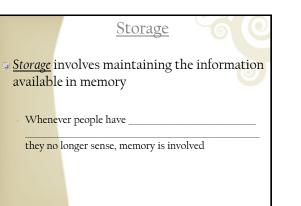
The brain performs multiple, *parallel* operations all at once, allowing

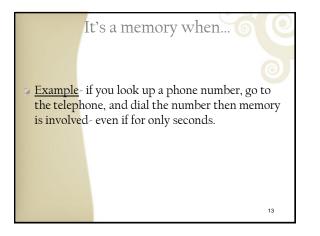
(distributed) throughout a network of processing units

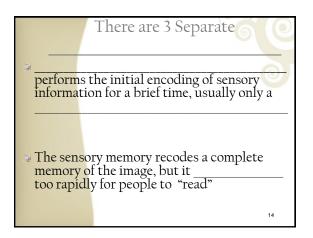








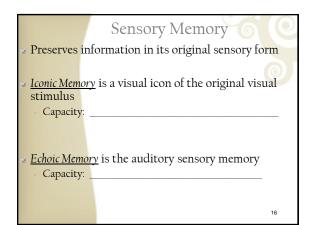


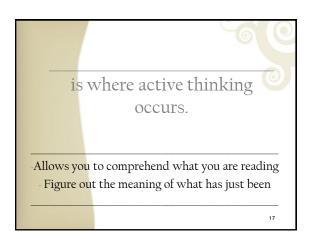


People have a special capacity for briefly retaining relatively large amounts of information

This capacity is called the Sensory Memory

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The working memory has many limitations

- Short-term (working) memory is a <u>limited-</u> <u>capacity</u> store that can maintain unrehearsed information up to 30 seconds
- Capacity:

- ____ (George
- Miller) Humans have the ability to retain _

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