TOPIC: INFORMATION PROCESSING MODEL
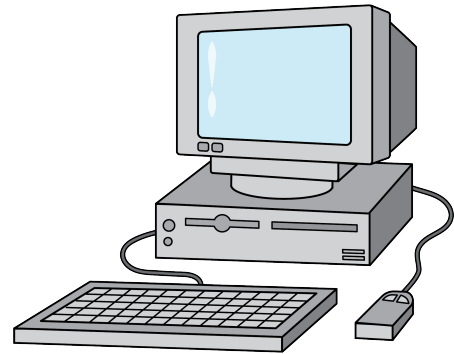
Information Processing Model

◆ The information processing model breaks memory into _____ steps:

1. **Encoding**: _____ incoming information to a form the brain can process.

2. **Storage**: Keep relevant information over _____.
   ◆ Involves sensory, short-term, and long-term memory.

3. **Retrieval**: Access stored information at a _____ date.

PRACTICE

In the information processing model, what is the primary purpose of encoding?

a) To eliminate irrelevant information.

b) To store information for months or even years.

c) To convert incoming information into a format that can be used by the brain.

d) To recall memories.