

Simple Information Processing Model

Short- and Long-Term Memory

Short Term Memory	Long Term Memory

<ul style="list-style-type: none">• Memory store that can hold vast amounts of information for a long period	<ul style="list-style-type: none">• Experts will have more information stored here as they have rehearsed more
<ul style="list-style-type: none">• Making decision making easier and more efficient	<ul style="list-style-type: none">• A system for storing a small amount of information for a brief period
<ul style="list-style-type: none">• If actions are not rehearsed (practiced), this information is lost	<ul style="list-style-type: none">• Because they know what worked well in the past and what didn't