

PsychSim 5: ICONIC MEMORY

Name: _____ **Section:** _____

Date: _____

This activity simulates Sperling's classic experiments on the duration of visual sensory memory.

Free Recall Test

- What was your score on the free recall test? _____

Iconic Memory

- What is Sperling's theory of iconic memory? What is an "icon?"

- What is Sperling's partial report task? How does it test his theory of iconic memory?

Partial Report Test

- What was your score on the partial report test? _____
- Are your results consistent or inconsistent with typical results? What do typical results suggest?

Delayed Partial Report Test

- What was your score on the delayed partial report test? _____
- What does the typical drop in performance tell us about the duration of iconic memory?