

The Multi-Store Model

Psychology

Atkinson and Shiffrin's three stores, and the evidence for and against.

The classic model, still the starting point for every memory course.

Store	Capacity	Duration
Sensory register	Very large	0.25–2 seconds
Short-term	7 ± 2 items	~18–30 seconds
Long-term	Effectively unlimited	Potentially a lifetime

The main criticism is that it is too simple: short-term memory is not one store, and rehearsal alone does not create long-term memories.