**ATTENTION STUDENT**: If you are found to have plagiarized any part of your PsychSim assignment, you will receive a 0 for the assignment and may be formally reported to KPU. If you wish to quote the source provided or any other webpage, you MUST cite the source using APA formatting. To avoid plagiarism, write all answers **in your own words**.

For more information on plagiarism and cheating, please visit <https://libguides.kpu.ca/academicintegrity/plagiarism> to study the videos and tutorials available.

​

KPU's policy on academic integrity is found at <https://www.kpu.ca/student-rights-responsibilities/academic-integrity>

**Name this file using the following format:**

**LastnameFirstname\_Section\_AssignmentName**

For example: SmithJohn\_A54\_AuditorySystem

**PsychSim Online: Iconic Memory**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Student ID: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Course/Section: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Instructor: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

This activity explores the concept of iconic memory. Please read the article below and complete the video activity and use them to answer the following questions.

**Exploring Iconic Memory**

Read this article to answer the following questions:   
<https://www.verywellmind.com/what-is-iconic-memory-2795272>

1. Iconic memory involves the memory of
   1. Auditory stimuli
   2. Tactile stimuli
   3. Visual stimuli
   4. Olfactory stimuli
2. Iconic memory is a type of
   1. Long-term memory
   2. Short-term memory
   3. Implicit memory
   4. Sensory memory
3. Provide your own example of iconic memory (**different from those in the article**).

**True or False**

For each of the following questions, indicate whether they are true or false. If they are false, rewrite the statement below it to make it correct.

1. Sperling found that the human visual system needs lengthy exposure to a visual stimulus to retain any information.
2. Sperling’s experiments were intended to determine the capacity and duration of short-term memory.
3. Participants were unable to recall very many letters because the letters disappeared to quickly to realize there was anything there.

Watch the following video and complete **3 trials of Phase 1**: Whole Report (up to 3:35) and **3 trials of Phase 2**: Partial Report (4:55-9:02). <https://www.youtube.com/watch?v=ACddnsfgJ7I>

1. What was your average score on the 3 trials of the Whole Report?   
   (To calculate your average score, add the total amount of correctly recalled letters from all three trials and divide them by 3. For example, my whole recall results were 4, 6, and 5. To take the average: 4 + 6 + 5 = 15, and 15/3 = 5).
2. What was your average score on the Partial Report?
3. Which phase did you find to be more challenging: the whole or partial report? Why do you think this was?
4. If there had been a delay between the letters being displayed and the tone that you heard, would this have affected your performance? Why or why not?