

# Schema theory

Fixed and variable elements

Organised web of knowledge; assimilation and accommodation



Top-down processing

Effects on attention and memory, selective attention and remembering, distortion, confabulation.

Effort after meaning

(Bartlett) making information coherent and make sense



## Schema

A cognitive framework or concept that helps organize and interpret information. Useful- they allow us to take shortcuts in interpreting the vast amount of information that is available in our environment but sn lead to memory errors/distortions



Schema knowledge affects recall at retrieval as well as at encoding, when buyers were told to think like burglars they were able to access more knowledge showing the information was previously available just not accessible.

# Andersen and Pichert

## Aim

to investigate how schema affect memory at the point of encoding and retrieval; how they affect accessibility and availability of knowledge



## Procedure

39 Ps 2 mins to read story with 72 ideas; allocated to burglar or buyer; vocab test, next recall story, then half swapped schema and have to recall again.

## Findings

Pps who changed schema recalled 7.1% more of the information relevant to their new perspective; no change group recalled 2.9% less information relevant to their perspective.