**Psych-Sim Online: Iconic Memory**

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

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

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

**Exploring Iconic Memory**

Watch these videos:

* <https://www.verywellmind.com/what-is-iconic-memory-2795272>
* <https://www.youtube.com/watch?v=ACddnsfgJ7I>
  + Phase 1 (Whole Report):
    - Instructions + Practice Trial (0:00-1:19)
    - 3 Trials (2:11-3:35)
  + Phase 2 (Partial Report):
    - Instructions + Practice Trial (4:57-6:34)
    - 3 Trials (7:35-9:02)

1. What is iconic memory?
2. Why were participants of Sperling’s experiment only able to recall some of the letters?
3. What was your average score on the whole report test? What was your average score on the partial report test? (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).
4. Which phase did you find to be more challenging: the whole or partial report? Why do you think this was?
5. 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?