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| **An Alternative Theory: Levels of Processing (AO1)** |
| This theory was created in response to a major criticism of the MSM. Critics of the MSM say that it overemphasises the role of rehearsal in memory. Creators of the levels of processing theory suggest that we remember things long term because they have meaning, not because we rehearse them. For example, if we are involved in a bad accident or have a brilliant birthday party, we don’t remember these events because we rehearse them over in our minds, we remember them because they are significant and meaningful to us.  |
| **Less Likely to Remember****SHALLOW****DEEP****More Likely to Remember** |
| Shallow Processing | Deep Processing |
| * If we only shallow process information, then we are not really thinking about its meaning.
* Shallow processing includes noticing only the colour a slogan is in, or only recognising whether a person’s voice is male or female.
* We are not processing what the slogan or person is saying, so we are less likely to recall it.
 | * Deep processing includes thinking about what a piece of writing means, or trying to understand what a person is saying.
* If we process information for meaning, we are more like to recall it.
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