

## Cognitive Theorists and their Limitations

Theorist	Theory	Limitations
Hermann Ebbinghaus	The Forgetting Curve	<ul style="list-style-type: none"> <li>• Lacks mundane reality</li> <li>• Context is recognized as part of the acquisition of memory.</li> <li>• Demand Effects of self-study</li> </ul>
Martin Seligman	Learned Helplessness	<ul style="list-style-type: none"> <li>• Mundane reality and ecological validity.</li> <li>• Ethical issues of how research was carried out; question of reliability.</li> <li>• Question of cognitive processes in animals and their relationship to human behaviour.</li> </ul>
Atkinson and Schiffrin	Multi-Store Model	<ul style="list-style-type: none"> <li>• Evidence of patients with STM impairment who are able to access LTM.</li> <li>• Incidental memory</li> <li>• Thompson research which indicates that different types of memories are stored differently.</li> <li>• Single incidents which result in LTM without rehearsal.</li> <li>• Does not account for reconstruction.</li> </ul>
Aaron Beck	Cognitive restructuring – the cognitive triad explanation of depression	<ul style="list-style-type: none"> <li>• Question of cultural bias</li> <li>• Concepts of schemas are not well defined; circular argument.</li> <li>• Highly directive.</li> </ul>
Frederic Bartlett	Reconstructive Memory	<ul style="list-style-type: none"> <li>• Does not explain why this phenomenon happens</li> <li>• Does not address different types of memories</li> </ul>
Craik and Lockhart	Levels of Processing	<ul style="list-style-type: none"> <li>• Does not address the state of the individual during retrieval or the method of testing.</li> <li>• Construct validity of "depth."</li> <li>• Results have not shown to be reliable.</li> </ul>