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Flash bulb Memories

One theory that shows the impact of emotion on memory is the theory of flashbulb Memories. Flashbulb memories are highly accurate, vivid memories that focus around shocking events. ✓ solid definition A flashbulb memory is generally more high-quality and accurate if the traumatic event is personal. The Flashbulb memory theory is strong because it helps researchers understand memory and there are several studies proving its existance; however, Measuring the accuracy of a flash bulb memory is incredibly difficult because they generally revolve around personal events. Studies such as Brown and Kulik (1977) and Neissar and Harsh (1992) show the affect emotion has on memory by proving the strengths of the Flashbulb theory. ~ are there limitations?

The first study that focused around the theory of flashbulb memories was Brown and Kulik (1977). The aim of this experiment was to investigate the accuracy of recalling shocking events. To do this, the researchers asked eighty participants to recall when they found out about a shocking, personal event. The majority of participants could recall and explain what they were doing and how they felt, thus comfirming the Flashbulb Memory theory. ✓ Also, this study highlighted the fact that an individual would be more likely to remember an event if it was personally applicable to them. ✓ This study is incredibly helpful for helping researchers understand memory and how emotion affects it. - Don't just summarize. Explain further.

Despite the enlightening nature of this study, it has a few methodological errors that impact its overall sustainability. For example, the researcers had the participants recount personal situations, thus

they had no way to test the accuracy of the participants' stories. Additionally, because the sample size, only eighty participants, was so small, it cannot be proven that this study was applicable in the real world. However, despite its faults, Brown and Kulik's still continues to be a pillar for the world's understanding of memory and emotion's affect.

Another study that is key to evaluating the theory of flashbulb memories is Neissar and Harsh (1992). The purpose of this experiment was to investigate the extent/accuracy of flashbulb memories. To test this, Neissar and Harsh quized 106 college students about the Challenger explosion, asking them to recount the event and their emotional response. Exactly two and a half years later the researchers quized 44 of the 106 students with the same questions but asked them additionally to rate their confidence in their answers on a scale of 1-5. There was a considerable difference between the accuracy of the first quiz and the second one; furthermore, the average rate of confidence was 4.17/5, much higher than expected. This study showed that flash bulb memories are not as accurate as they had previously been presumed to be and that they tend to focus more on the emotional reaction than a factual one. ✓ -good link

The Neissar and Harsh (1992) study does a great job of showing the weaknesses of the flashbulb theory; however, it also narrows down the flash bulb theory to show that it focuses more on emotion than fact. ✓ Additionally, it is hard to show this study as applicable because the sample size is so small and participants

were not emotionally connected to the topic. - solid points

In conclusion, The Flashbulb memory theory is a strong theory which provides insight into emotion's affect on memory. Studies Brown and Kulik (1977) and Neissar and Harsh (1992) analyse the theory's strengths and weaknesses as well as prove the impact of emotion on memory. A flash bulb memory is generally thought of as highly accurate and brought on by intense emotion, making it a key example of the affect of emotion on memory.

Included all the key points + is a very solid response. Nice focus on the command term.

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