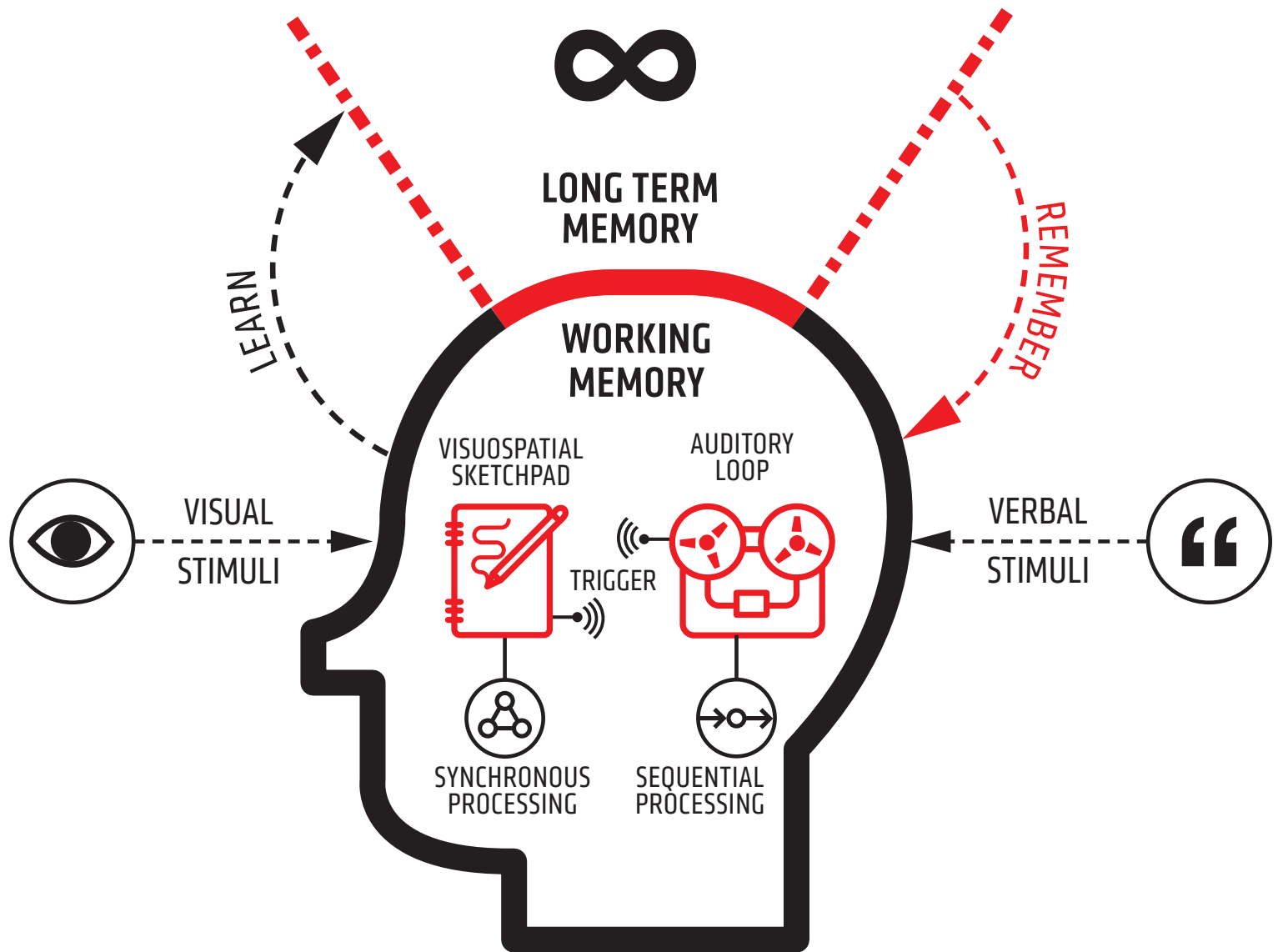




# ALLAN PAIVIO'S DUAL CODING THEORY

Visualised with a touch of Baddeley & Hitch, and Willingham models



1

### Two streams of information

There are two information channels that feed our working memory – the visual and verbal. According to Paivio, the verbal stores logogens and the non-verbal (ie the visual), imagens. Baddeley and Hitch's memory model gives us the stronger metaphors of the visuospatial sketchpad and the auditory loop.

2

### Separate yet connected

While the two channels are separate and independent of each other, there is a mechanism that ensures they can work in tandem. This tethering of visual and verbal does not involve any transfer of information from one to the other. Instead one channel triggers a connection with the other.

3

### Two different structures

The two channels differ in another, significant way. Verbal information must be processed sequentially, with all the constraints and effort that entails. Visual information, by contrast, is organised synchronously – which means details, their links and the big picture can be perceived simultaneously.