



Limited Capacity Model of Motivated Mediated Message Processing

Limited Capacity Model of Motivated Mediated Message Processing(Lang, 2000)

- data-driven model of media message processing
in media psychology
- assumed → a limited capacity for cognitive processing
of information
- cognitive resources allocated to the encoding, storing, and
retrieval of information

Cognitive processing

1) Encoding

a sub-process where a stimulus orients a person to a message
exposed to a stimulus → creates an orienting response

2) storage

modeled as a cognitive sub-processing of the general associative network
lots of nodes as a sensor → stores short-term and long-term memory

3) retrieval

a function of memory which is measured from recall
based on an individual's level of sensitivity to stimuli without being cued to the information

Limitation

the receiver → not interested in the message
no need to process information

individual's unique ability to process message
such a process does not apply