Two Broad, Basic Information Processing Models in Political Science

Memory Based Model (Zaller)

- [Receive, Accept, Sample (RAS) model](#)
- *Considerations* are processed and stored in memory
- These considerations are called "to the top of the head" for response
- More accessible considerations carry more weight in response

Online Model (Lodge et al)

- Opinions are formed and updated "on the fly"
- When new information about an object is encountered, the opinion is updated and stored in memory
- Updated opinion is retained, not necessarily the information that shaped it.