

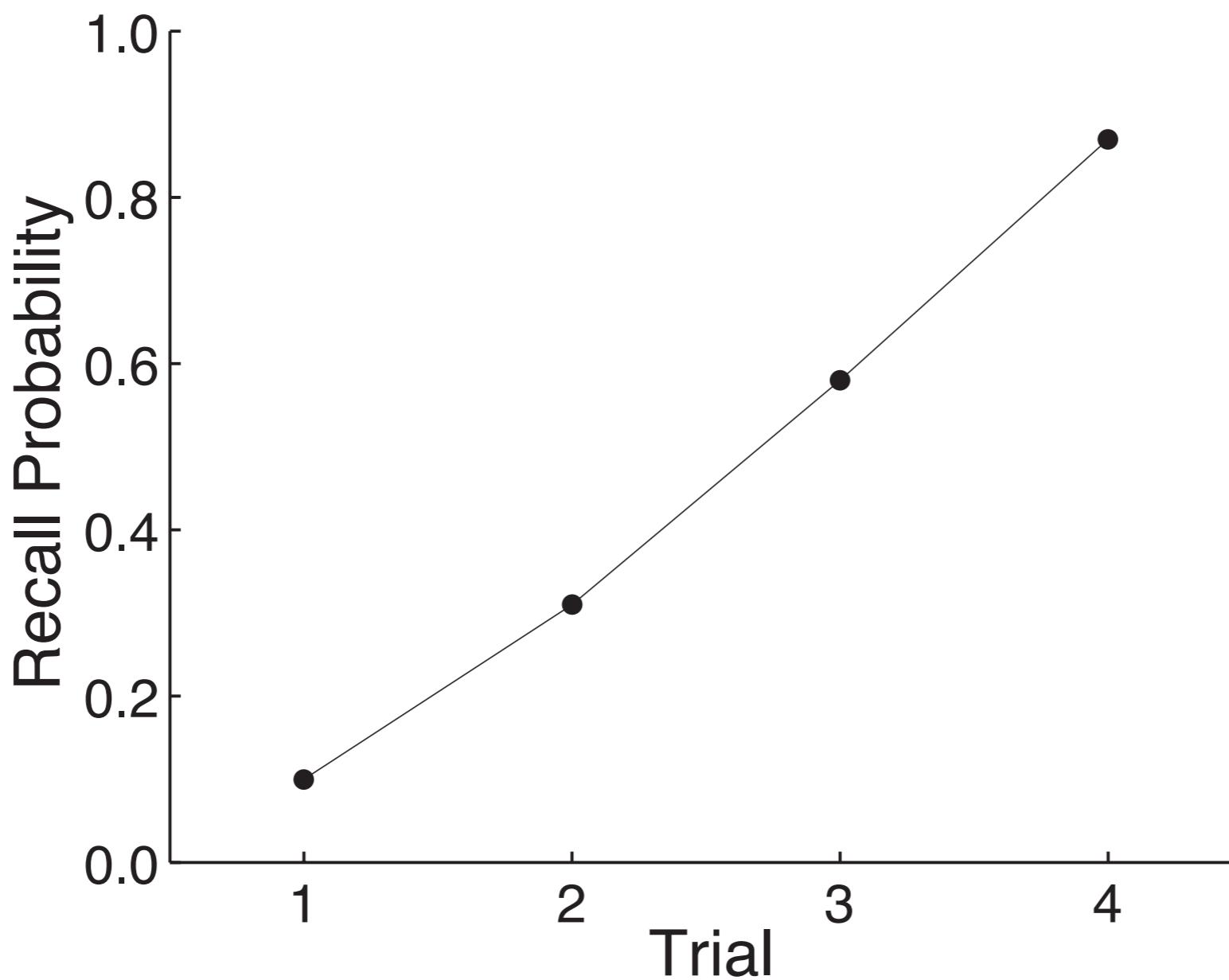
# Background and context

PSYC 51.09: Human Memory  
Spring 2021

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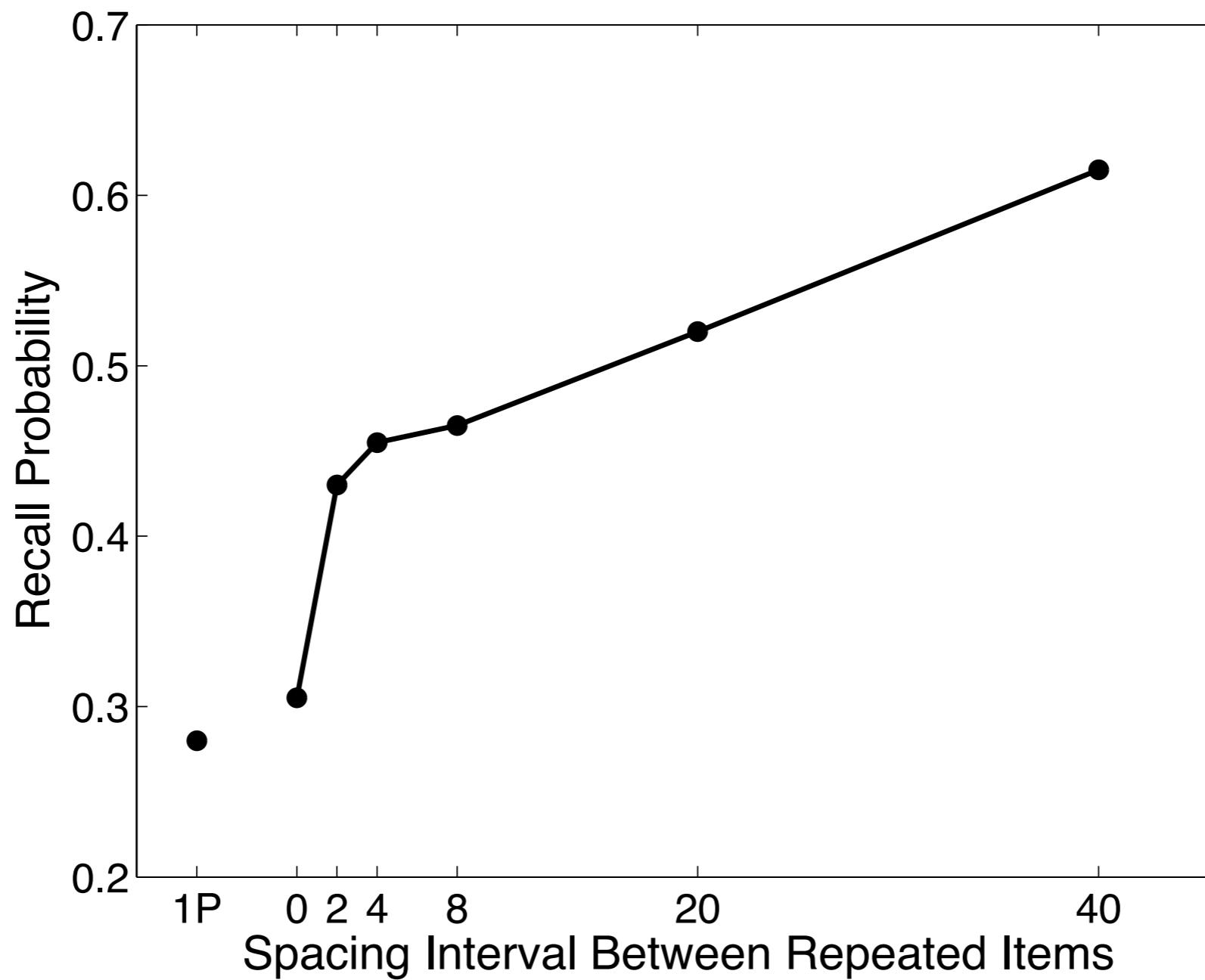
What have you heard  
about how memory  
works?

# Law of repetition



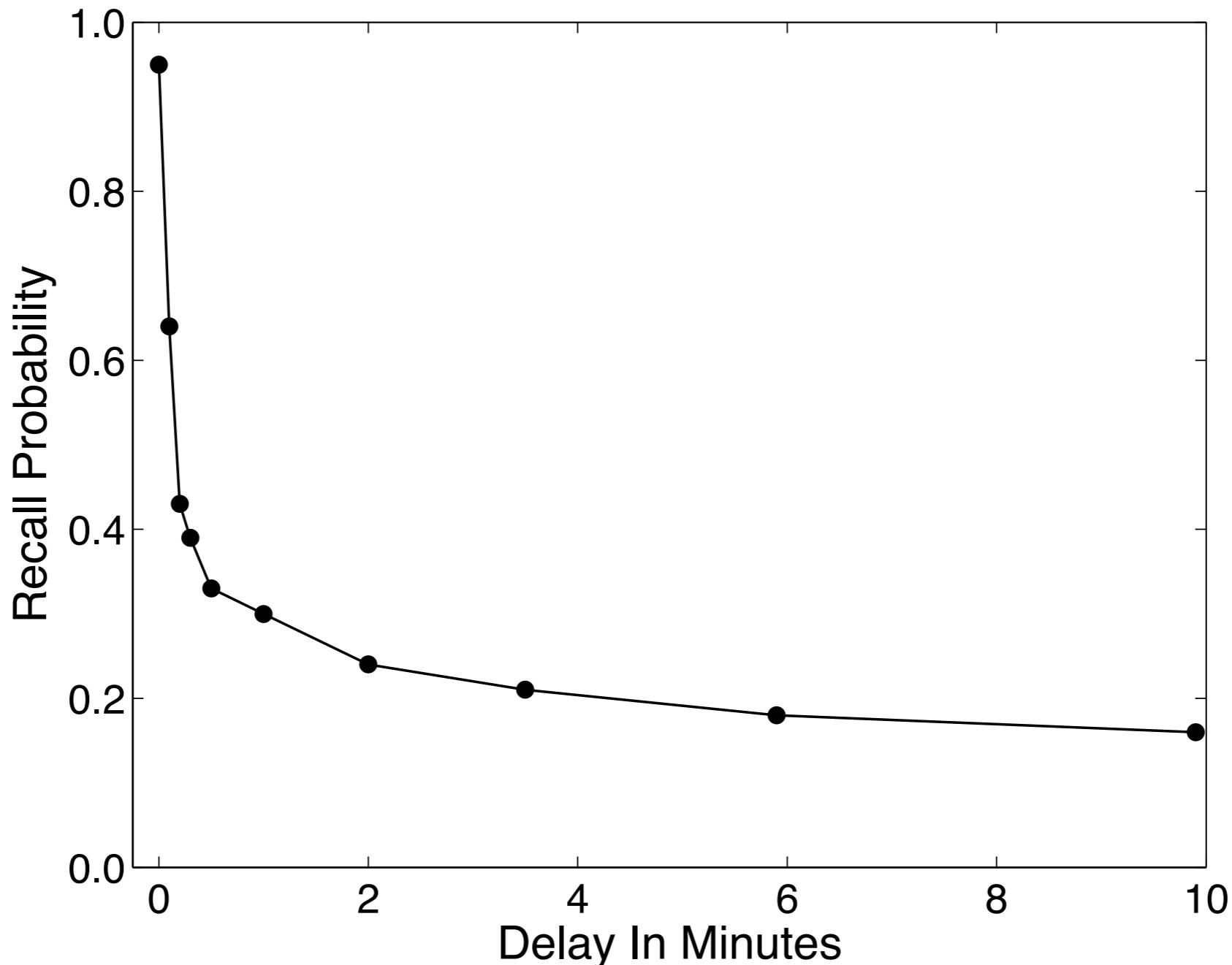
Murdock, 1989

# Spaced vs. massed learning



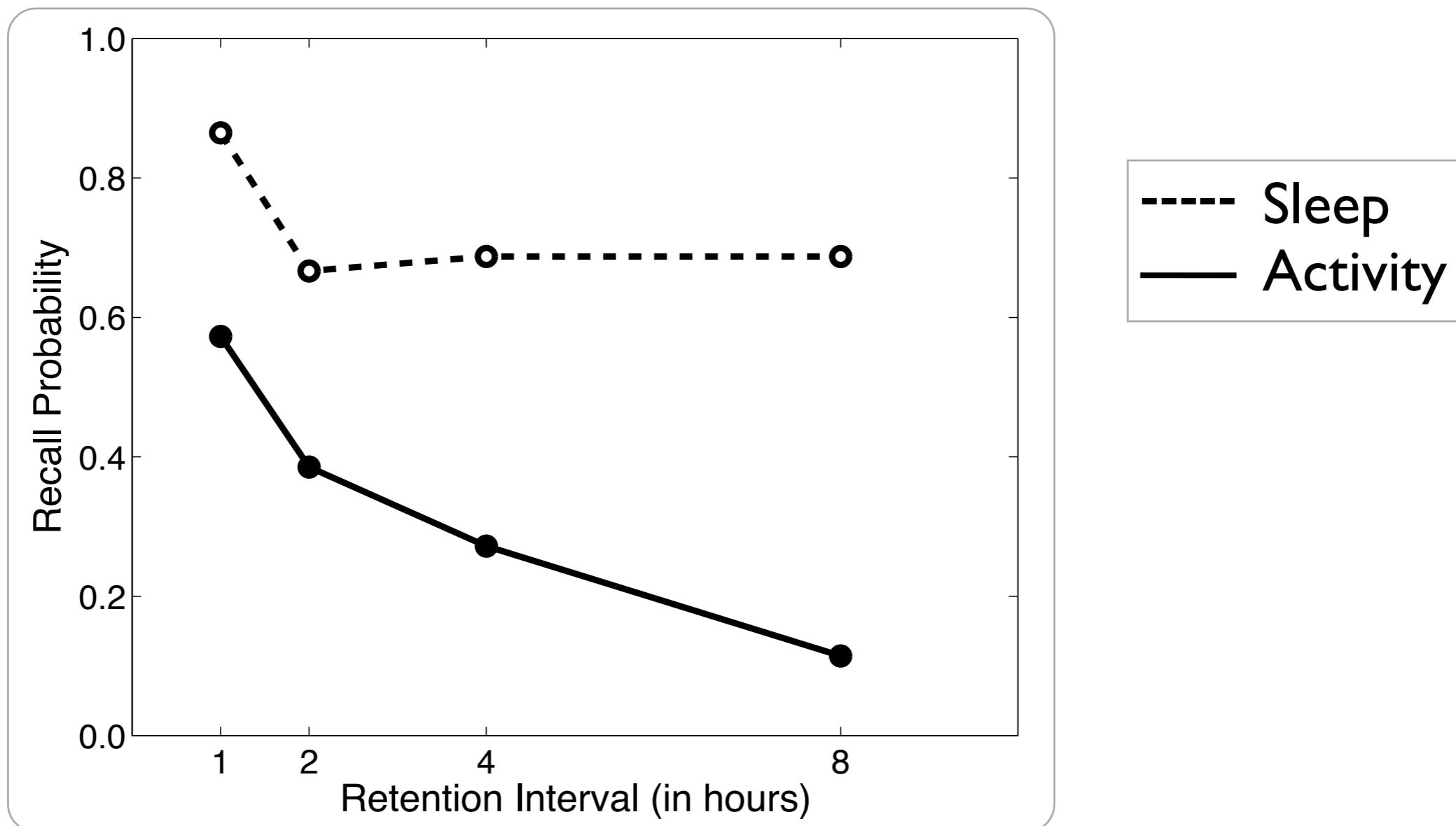
Madigan, 1969

# Recency



Rubin et al., 1999

# Sleep and forgetting



Jenkins & Dallenbach, 1924

# Repetition, spacing, and recency



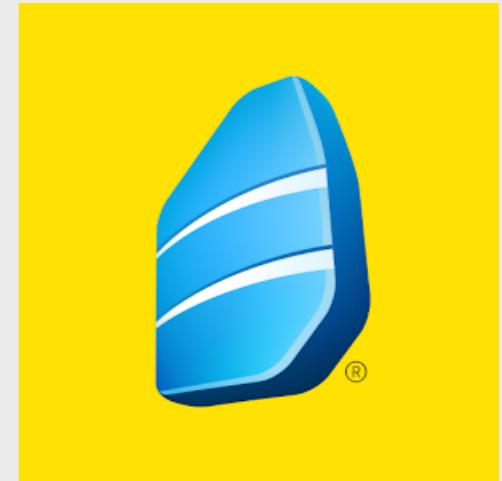
Duolingo



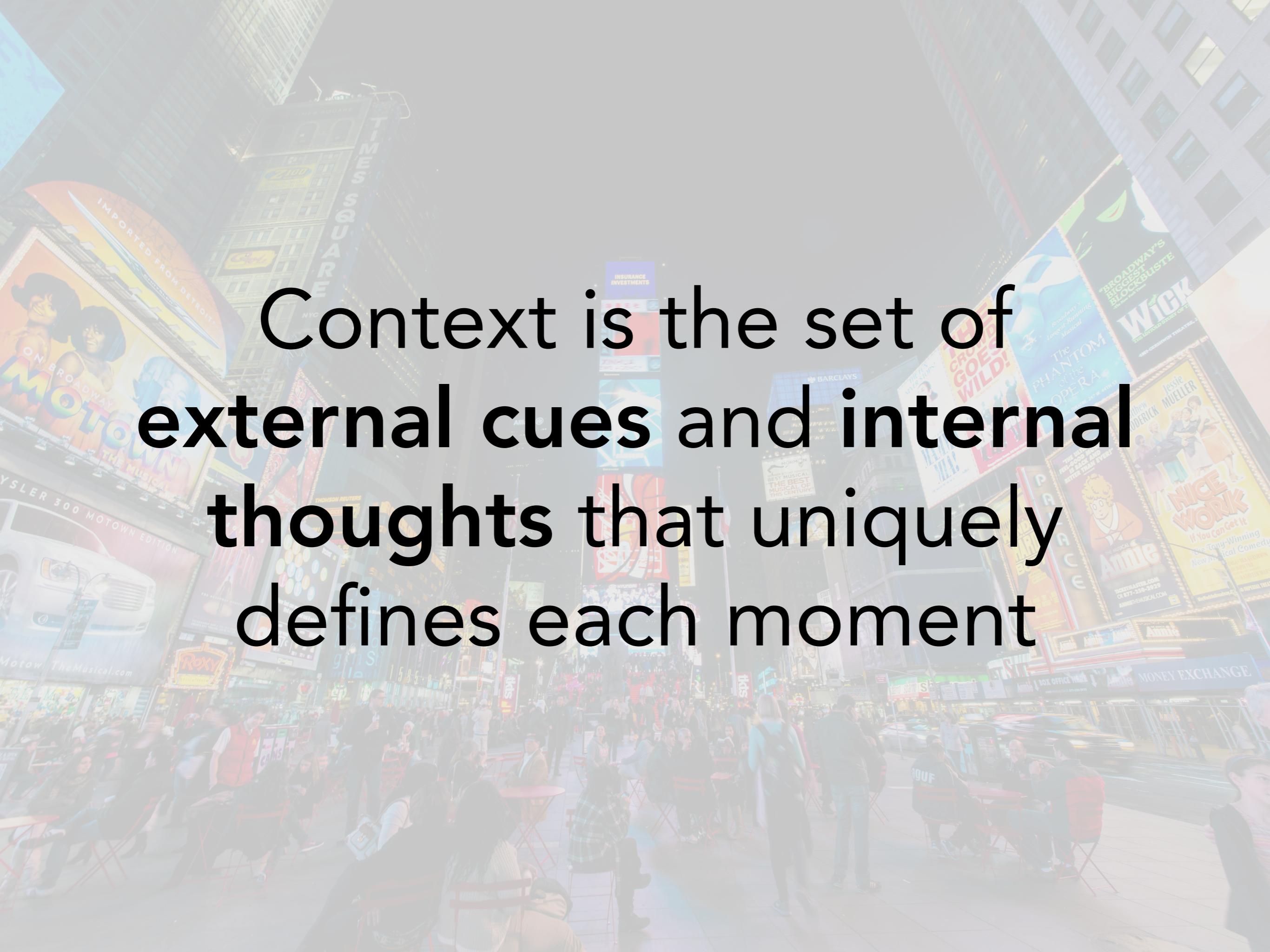
Memrise



Knewton



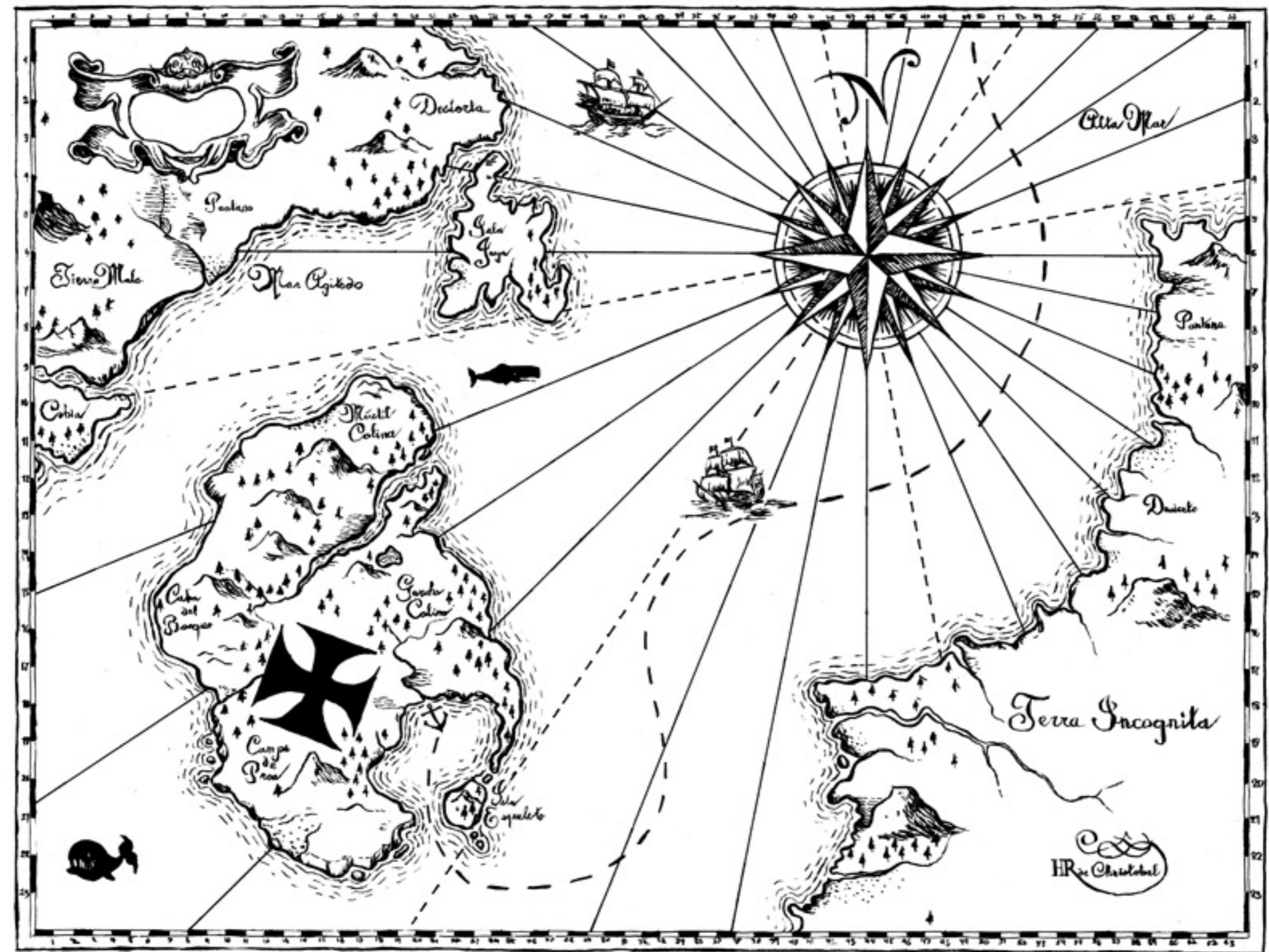
Rosetta Stone



Context is the set of external cues and internal thoughts that uniquely defines each moment











Veniți și luați-le!



Veniți și luați-le!



Veniți și luați-le!

# Music as context

- Music can evoke a variety of emotional responses
- These responses are often similar across people and cultures (sometimes they're learned)
- Movie directors exploit this to influence how we interpret what's going on in the movie and how we feel about it

JAGUAR XJ





# Context in advertising

- If you buy the car, you'll fit in with the image the advertiser is selling
- Contextual cues in the commercial also help us understand what's going on in limited airtime

# Why does context matter?

- Context is reflected in the **statistical structure of our experience**
- Our brains exploit this statistical structure to help us remember what we need, when we need it
- This plays a fundamental role in how we remember

# The dynamics of thought

Global pandemic

Ready for a nap

Need coffee

Today's class

Breakfast

Morning run

Wake up



# The dynamics of thought

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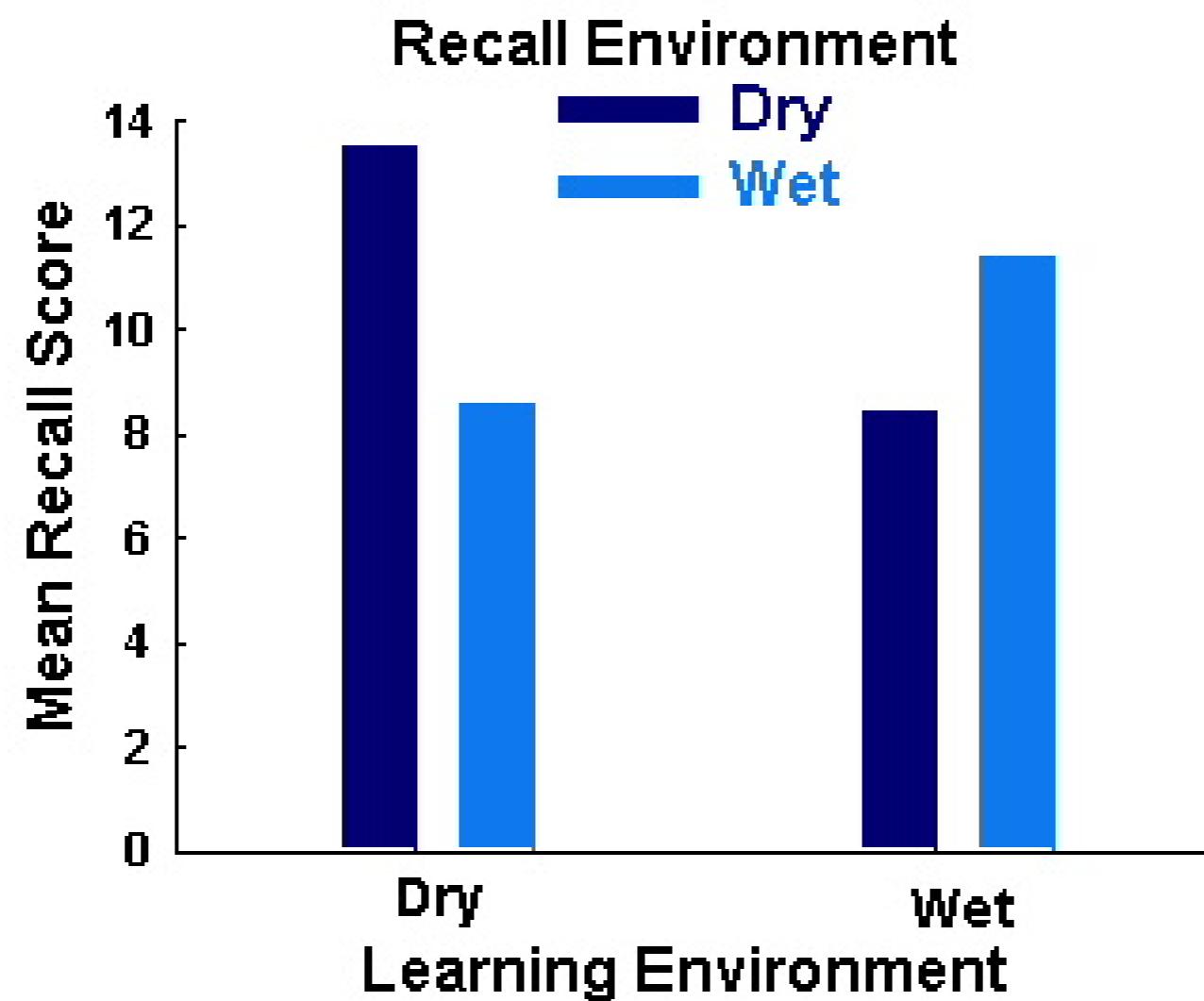
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Morning run

Wake up

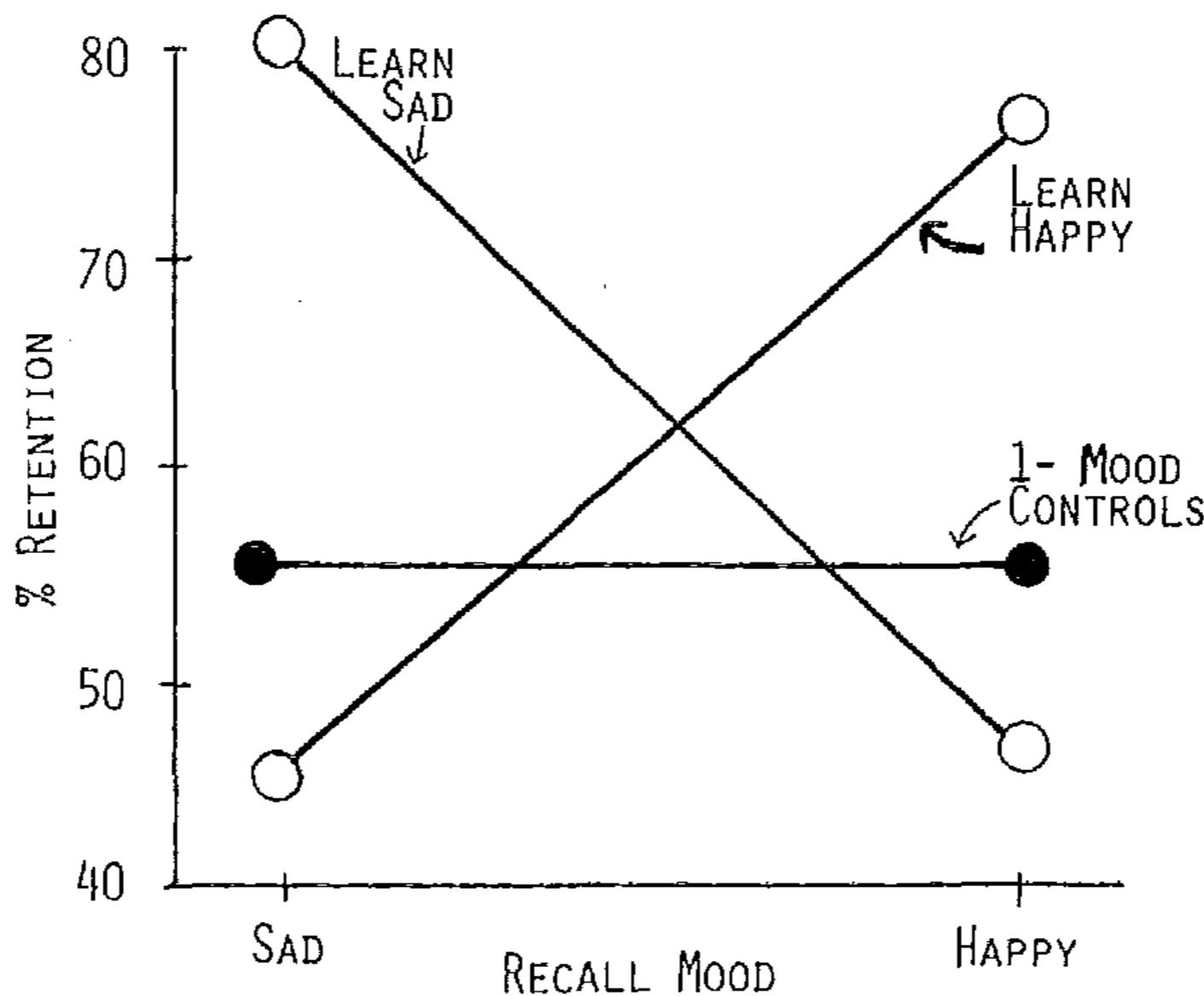


# Context and memory



Godden & Baddeley (1975)

# Context and memory



Bower, 1981

# Context-based explanations for...

- Practice makes perfect
- Efficacy of massed vs. spaced practice
- Recency and forgetting
- Study/test context effects

# For Friday

- Keep working on PS 1 (due Monday)
- Start reading Chapter 2 in FoHM