

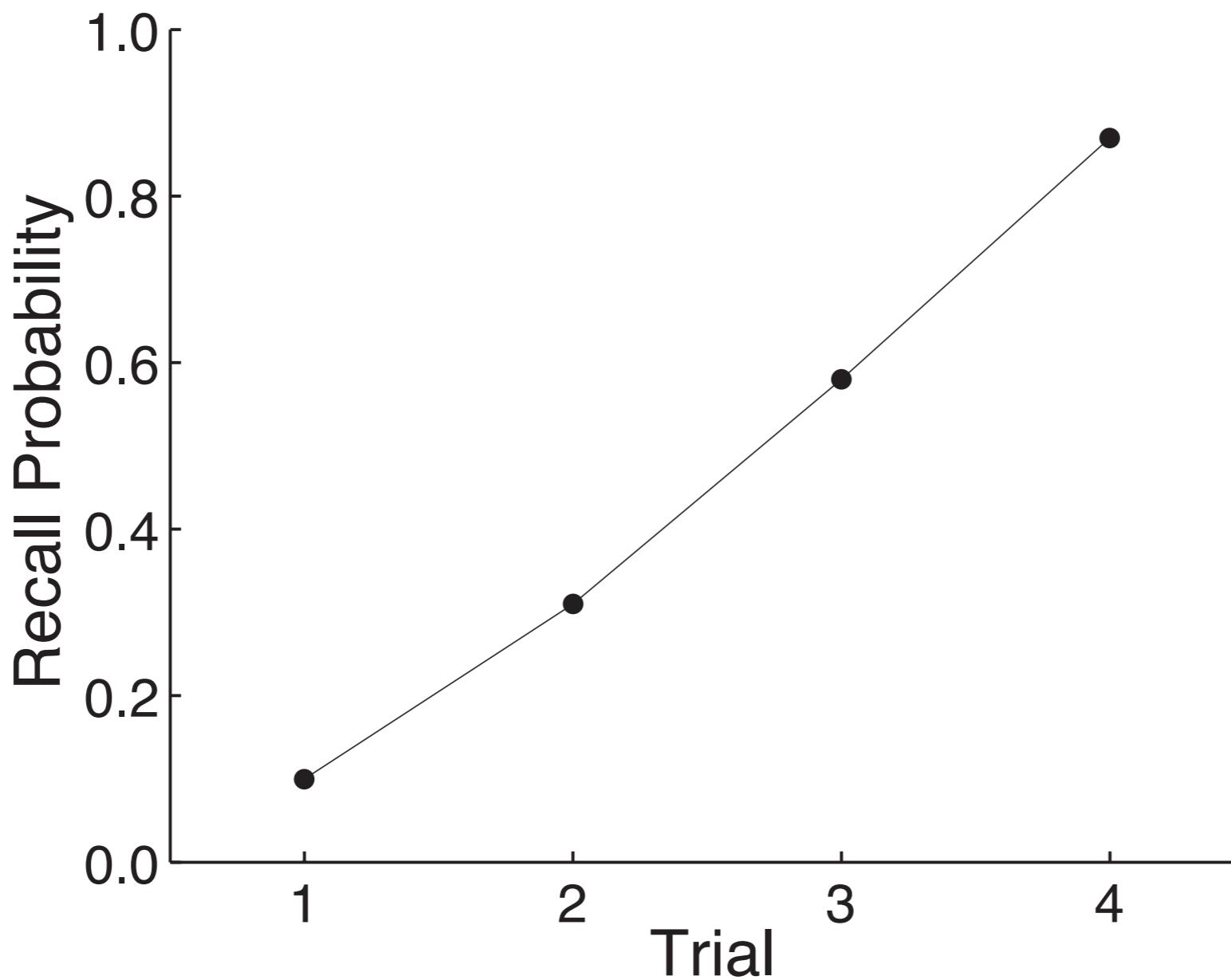
Background and context

PSYC 51.09: Human Memory
Spring 2022

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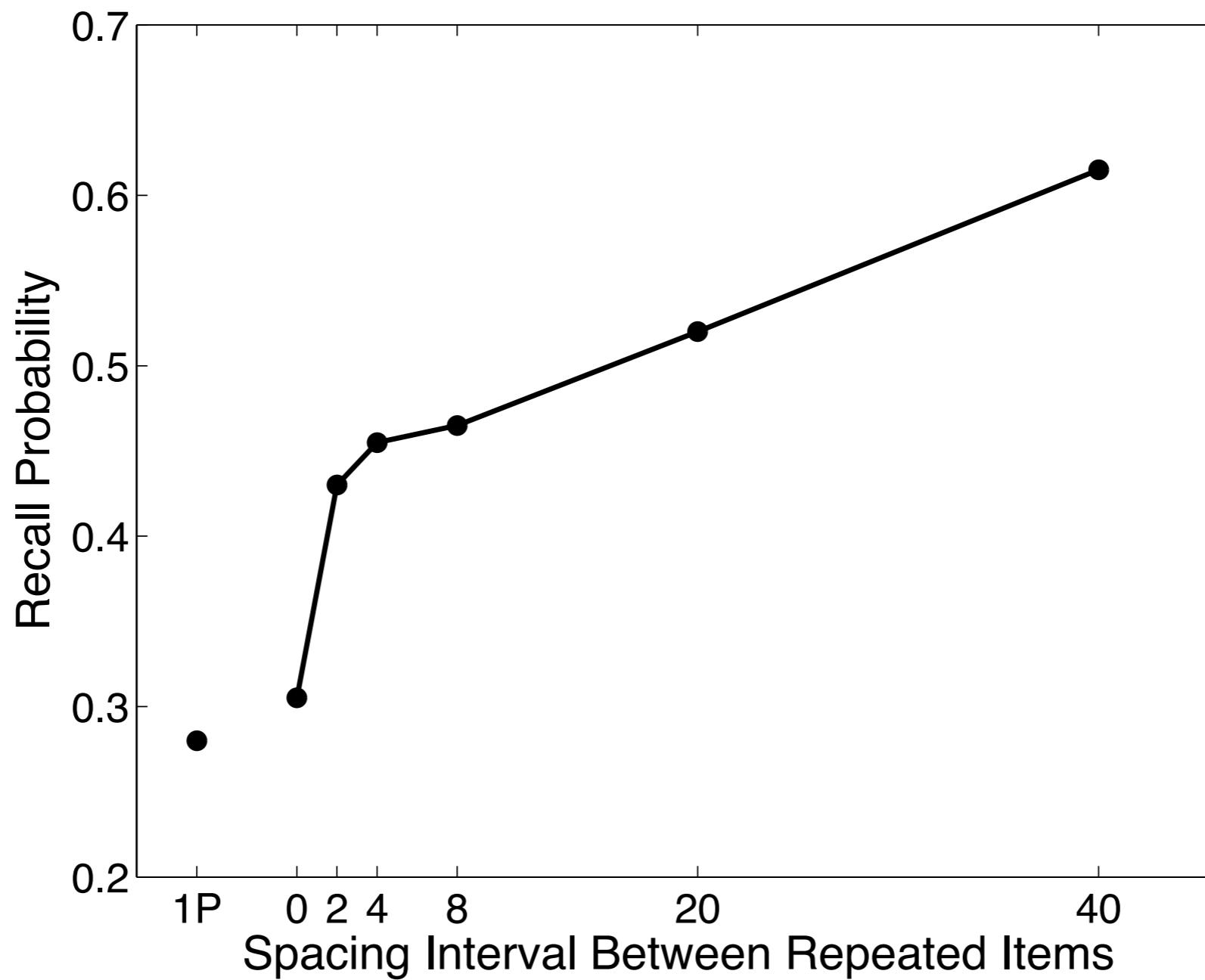
What have you heard
about how memory
works?

Law of repetition



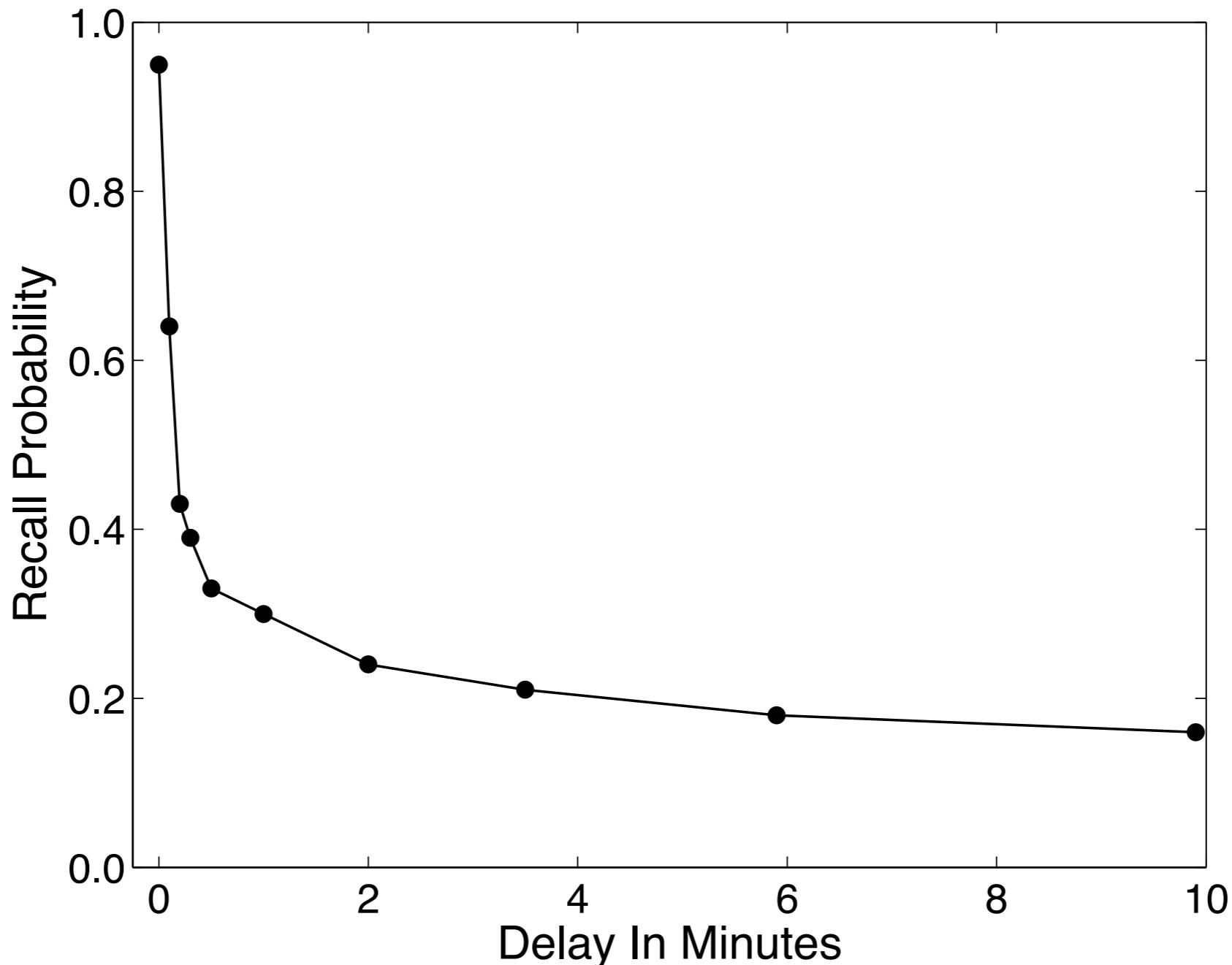
Murdock, 1989

Spaced vs. massed learning



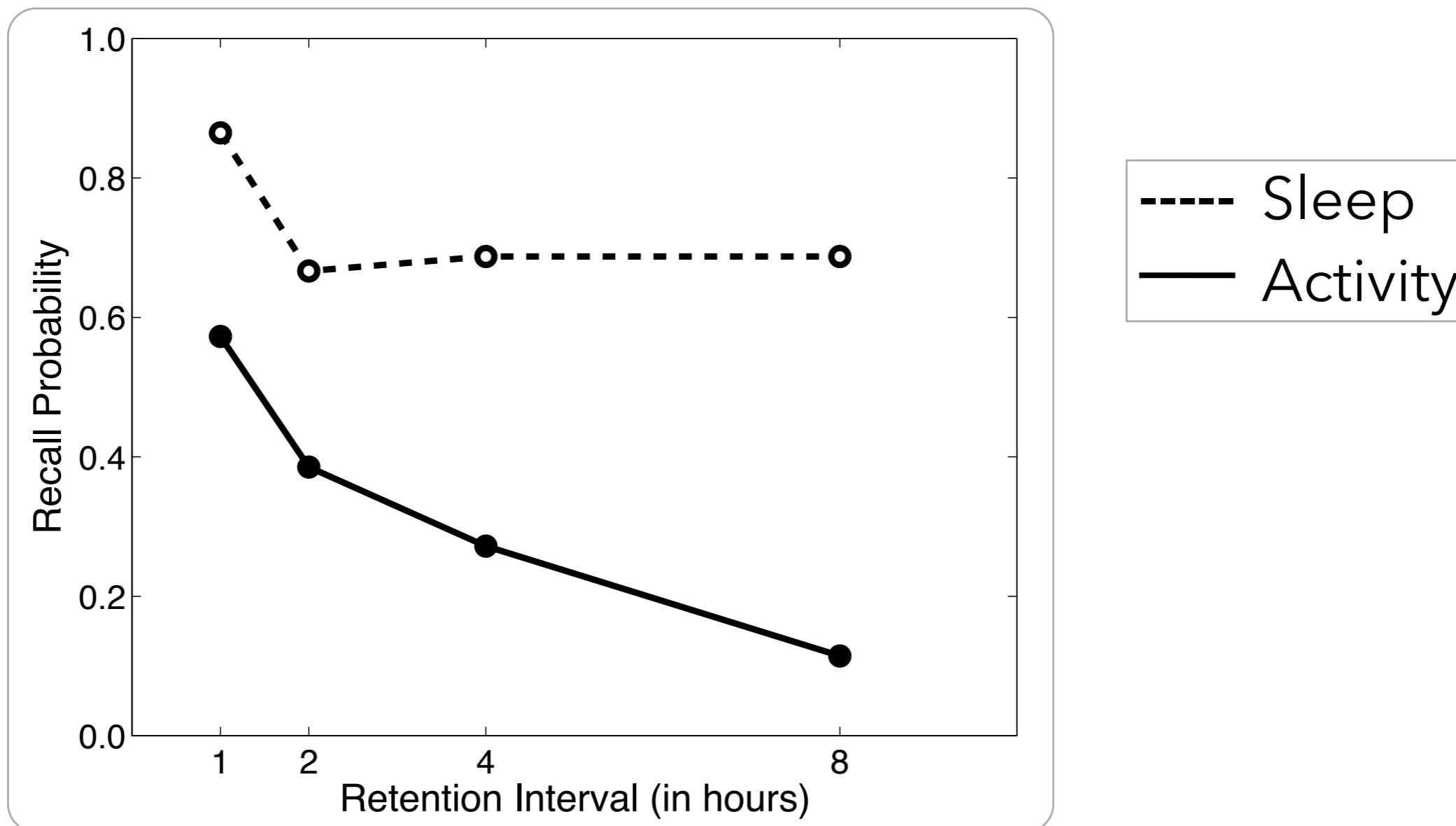
Madigan, 1969

Recency

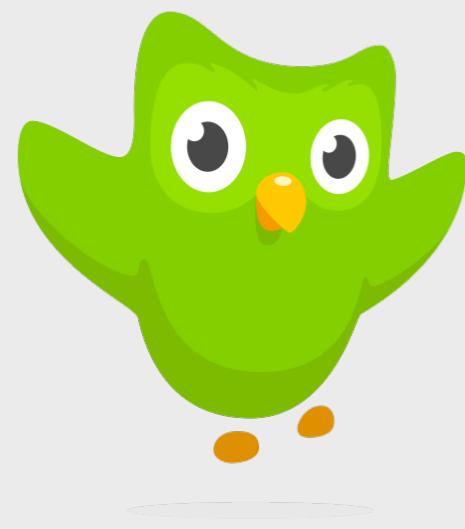


Rubin et al., 1999

Sleep and forgetting



Jenkins & Dallenbach, 1924



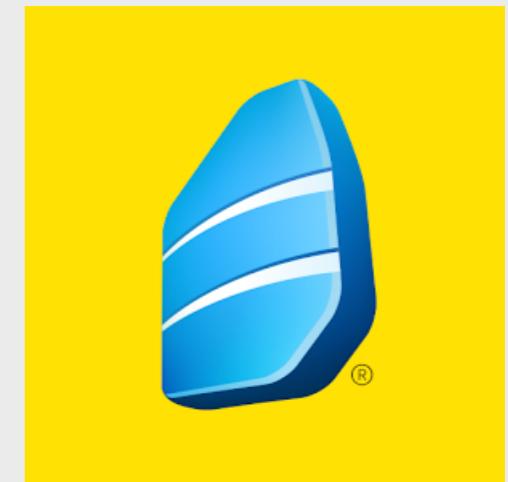
Duolingo



Memrise



Knewton



Rosetta Stone

Repetition, spacing, and recency



Duolingo



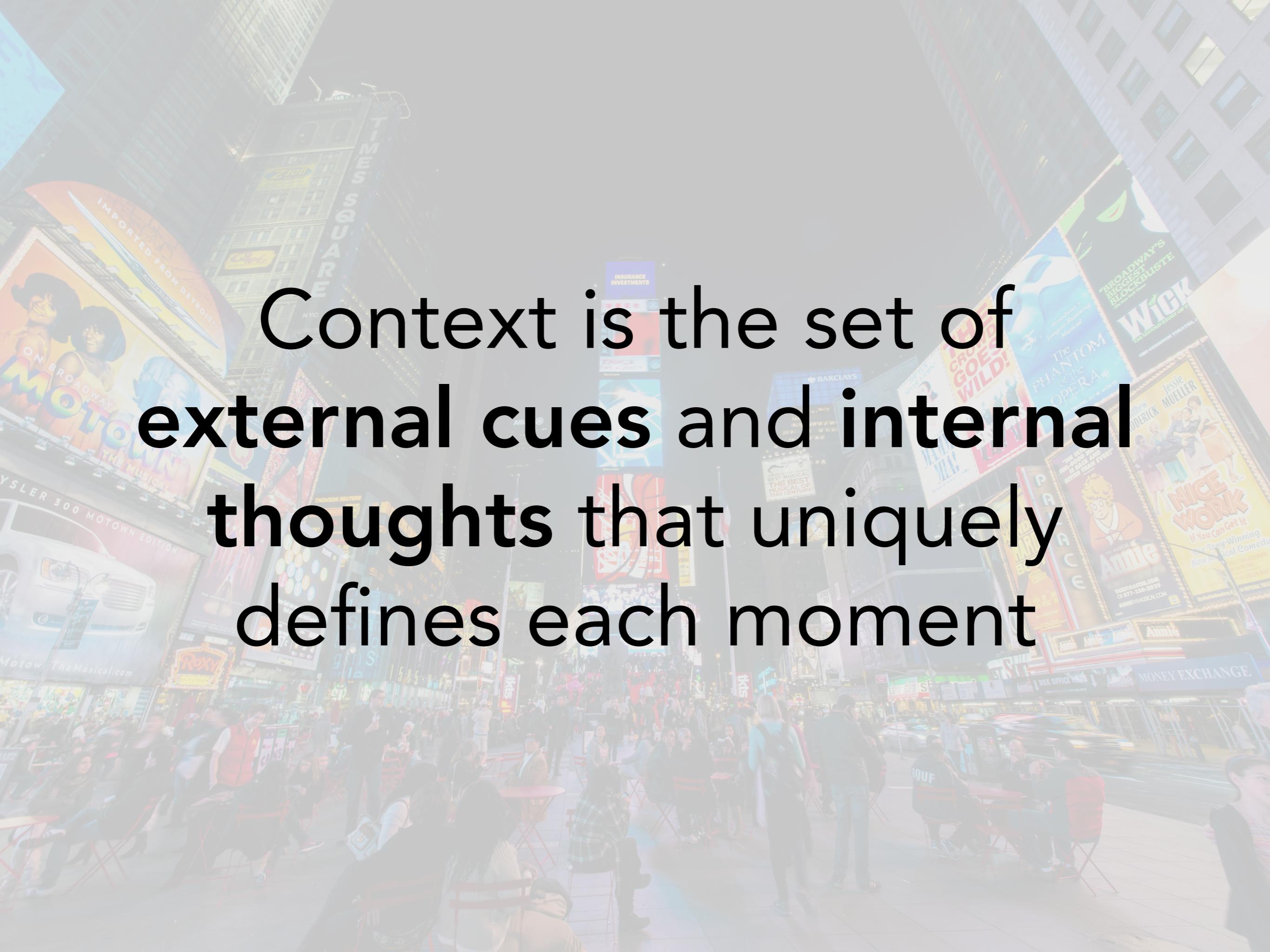
Memrise



Knewton



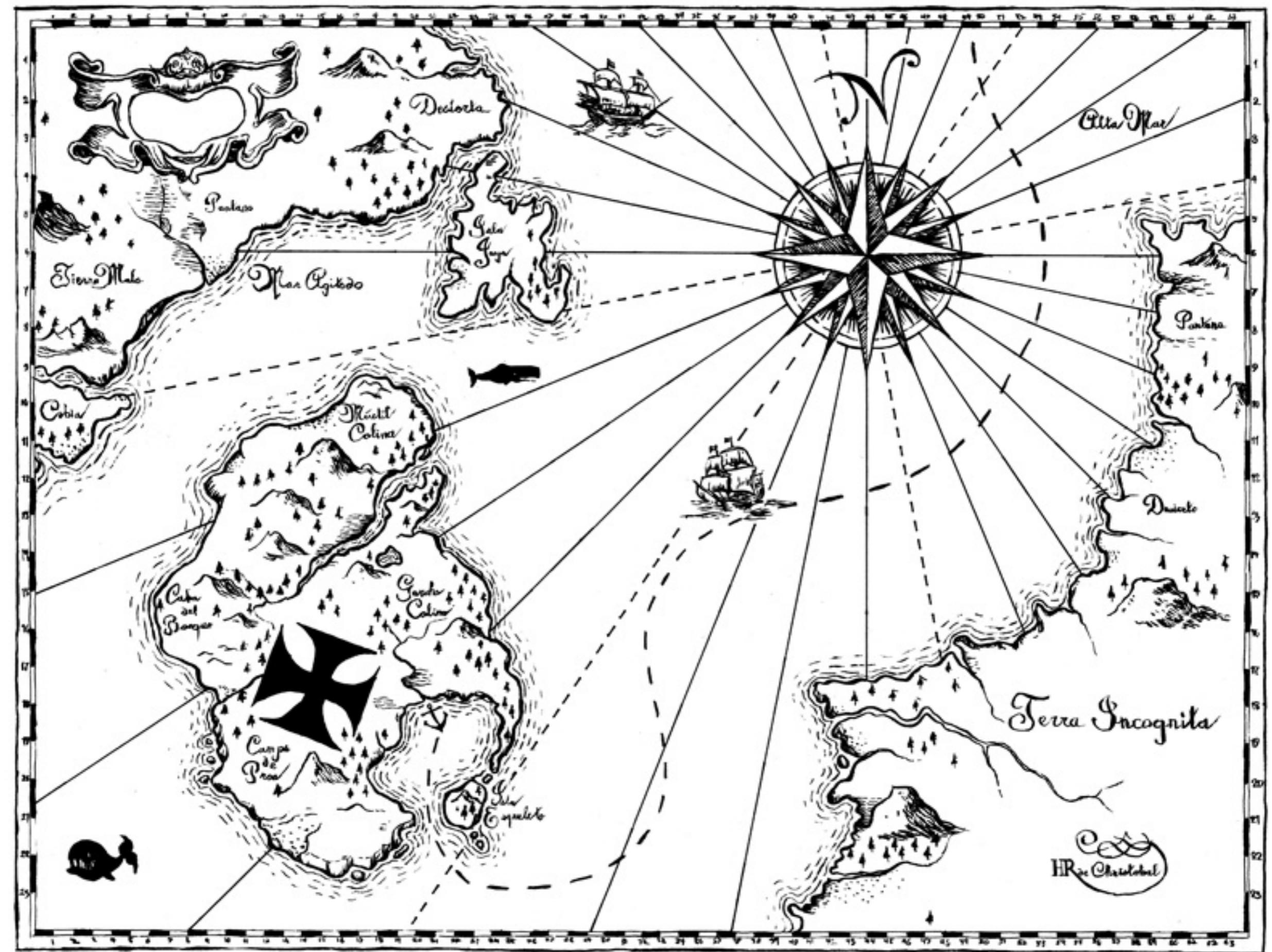
Rosetta Stone



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











Veniți și luați-le!

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



The dynamics of thought

Today's class

Eat

Morning run

Wake up



The dynamics of thought

Global pandemic

Ready for a nap

Need coffee

Today's class

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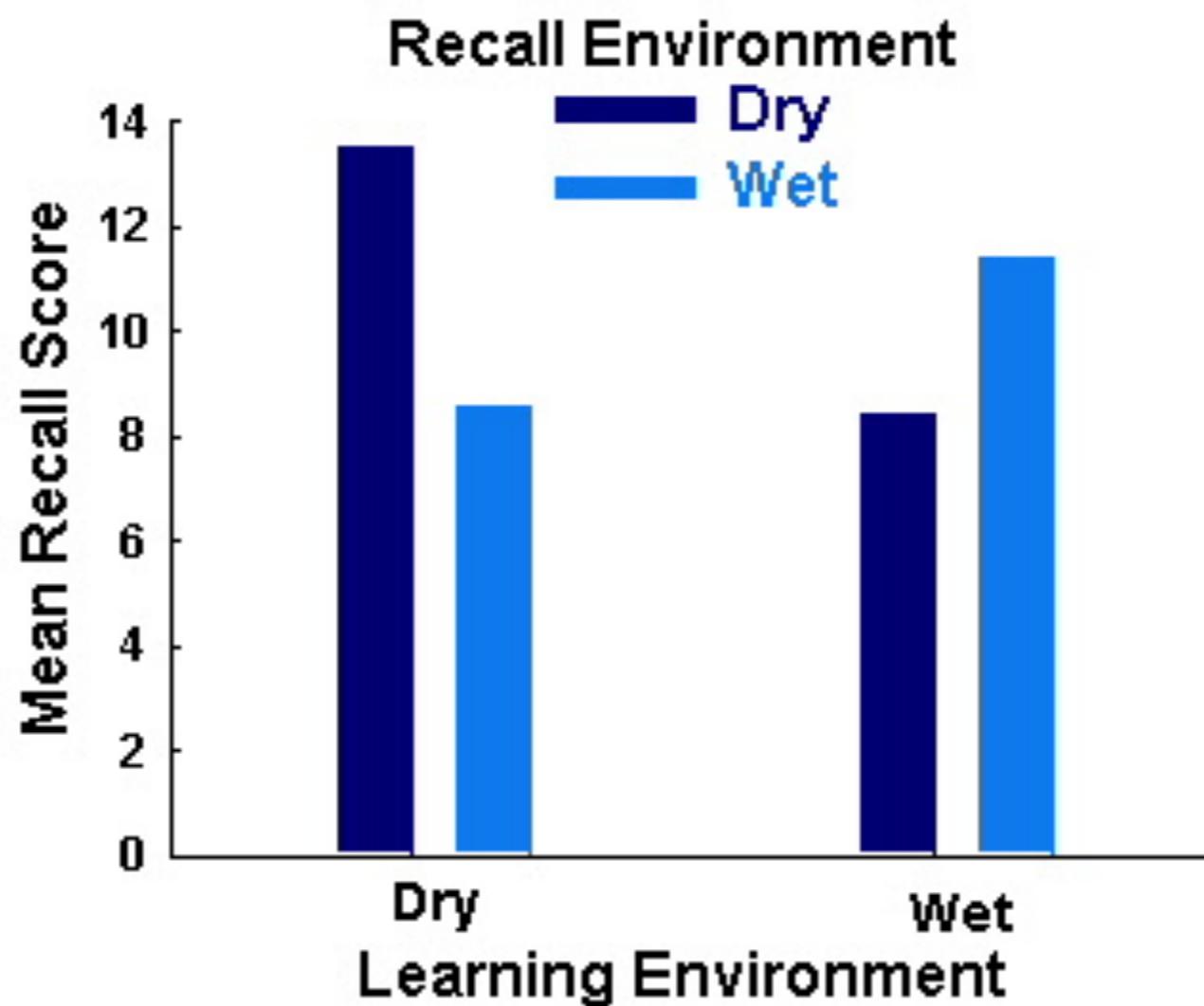
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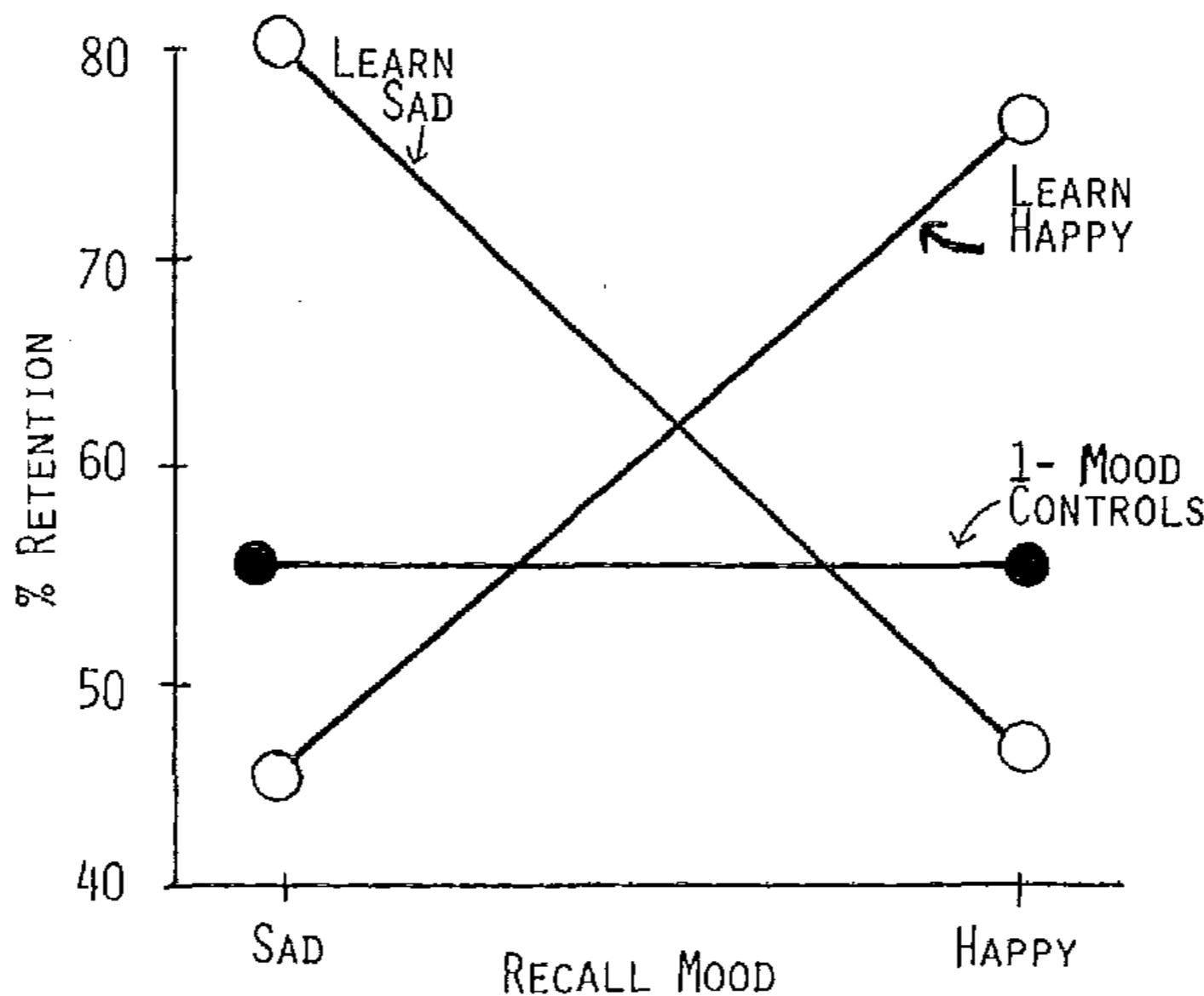


Context and memory



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