Section 24 emphasizes the importance of wording when asking someone to recall their experiences. Using different words will cause people to construct different memories of the actual past. This goes beyond just wording and expands to how people’s experiences can also affect the way people remember certain events but one of the most practical applications to what we are learning now is words used when conducting a survey on a product. Here is an example of using relevant questions to get more accurate responses, “If a question is relevant to a respondent then it will be easier for them to retrieve this information into working memory. Therefore the questions that you ask your respondent are likely to increase in accuracy in relation to relevancy. When memory passes into long term memory it exists on a preconsious or unconscious level. While this information exists largely outside of our level of awareness it can still be brought into working memory fairly easily.” Another example of using an understanding of memory to create better survey questions is by using cues to help distinguish one memory from another. “If someone asked you what you did at a coffee shop you have not been at for awhile then all your memories will blend in with other memories. It might seem like you were either reading something or talking with someone you usually went there with. However, certain events while you were at the coffee shop may trigger memories that distinguish one experience from another. The time you spilled coffee on your laptop for example. Including cues in survey questions can allow respondents to distinguish one event from another and improve the accuracy of their survey responses.” I other words, the person you are surveying may not remember anything but a vague idea of what they did at the coffee shop until you remind them of the time that they spilt their coffee on their laptop. This cue memory may cause them to remember other specific things about that day making the survey response more accurate. Although this particular example may not actually be relevant I think the idea is that you may have some interesting and memorable user experience for your website. Recalling that interesting and memorable experience, (that you designed to be memorable and rare), might help the user recall other specifics about their experience with the website overall.

<https://www.activecampaign.com/blog/recalling-memory-in-survey-response#>