**RESPONSE**

1. **It’s Easier to Recognize Information Than Recall It**

Understanding how we retain information can directly impact how we design. There are numerous types of memory retrieval that influence our ability to recall our memories. The book discussed the distinction between two types of memory retrieval—recall and recognition. However, there are three main types of memory retrieval which are recall, recognition and cued recall.

**Recall** is memory triggered without stimuli or cues. For example, responding to someone asking your name. You simply remember!

Memory **recognition** is triggered by an association to the memory which makes it easier to recall. For instance, navigating a frequently visited website and knowing where to click.

**Cued recall** is a memory prompted by some external stimuli. For instance, using your username and password on a banking website. More than likely, you were prompted in some way to enter your information.

Memory can be thought of as organized chunks of information influenced by practice, recent occurrences and overall context. If interfaces are designed with human memory in mind, they will enhance the users' ability to recall information about tasks, items, and interface functions making the site more user-friendly which will result in more return visits.

1. **Memory Takes A Lot of Mental Resources**

The recency effect refers to our tendency to retain recently presented information. Hermann Ebbinghaus discovered that items at the end of a list (recency effect) and those at the beginning (primacy effect) are easily recalled, while those in the middle pose more of a challenge.

The recency effect relies on our short-term memory to temporarily store small amounts of information before transferring it to our long-term memory. However, without repeating the information our short-term memory fades quickly, causing the recency effect.

**This is observable in everyday life.** Think about a time when you created a list only to forget it. More than likely, you recalled a few items on the list, probably the last few items.

Various factors influence the recency effect, including the suffix effect. This happens when additional or unrelated information is presented immediately after the original information, affecting the short-term memory’s ability to recall the initial information.

**For example**, someone gives you their phone number and immediately mentions something else before you can write it down. According to the suffix effect, you probably didn’t remember the entire number.

Together, the recency and suffix effects illustrate how our short-term memory operates and provides insights into how we can optimize our designs to enhance the users’ ability to retain key information.

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**DISCUSSION RESPONSES**

**#1**

**#2**

**#3**

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