**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.

SOURCES:  
Raluca Budiu. “Memory Recognition and Recall in User Interfaces”. July 6, 2014. <https://www.nngroup.com/articles/recognition-and-recall>.

Sean M. Noble . “Recognition and Recall“. March 18, 2020. <https://techpsych.wordpress.ncsu.edu/2020/03/18/hello-world/>

Kathryn Whitenton. Nielsen Norman Group. Minimize Cognitive Load to Maximize Usability”. December 22, 2013. <https://www.nngroup.com/articles/minimize-cognitive-load/>

Kendra Cherry, MSEd. “The Recency Effect in Psychology“. May 11, 2022. <https://www.verywellmind.com/the-recency-effect-4685058>

Jason Hreha. The Behavioral Scientist. “What Is The Suffix Effect In Behavioral Science?”. 2023. <https://www.thebehavioralscientist.com/glossary/suffix-effect>

**DISCUSSION RESPONSES**

**#1**

**Michelle Choe - Ch. 21 & 27**

Hi Michelle,

You're post provides an excellent overview of how human memory functions and its significance to web development.

Pointing out users’ expectations for the order of the username and password on a login page was effective in illustrating the significance of patterns in our lives. Pointing out how breaking the username and password pattern can disrupt a user’s experience emphasized the importance of adhering to certain established patterns in web design.

Stressing the fact that some users may have limited time or attention showed insight into how large blocks of text may be viewed. Suggesting design elements like cards, columns, and white space to enhance readability and limit the intimidating effect of text blocks was a visually appealing approach to avoiding this pitfall.

Overall, your insights were well thought out with fantastic supporting examples and functional suggestions.

**#2**

**Taylor Donlea - Module 3 Discussion**

Hi Taylor,

Using your personal experience with ADHD gives validity to why and how things like pop-ups, auto-fill forms, autoplay videos and writing clear instructions can impact your users’ attention and experience.

Personally, I have never found pop-ups or auto playing videos effective in grabbing my attention. Most of the time they just annoy me and I close them before knowing what information they are trying to share.

Also, suggesting the use of visual aids to convey information was insightful, because this could enhance a user’s ability to recognize information instantly.

Overall, your personal insight and relatable examples made your post engaging and informative.

**#3**

**Darius Dinkins 21 and 23**

Hi Darius,

Your in-depth explanation of how practicing the 10-step method to improve your ability to win fighting games provided a great real-world example of how repetition leads to stronger memories and better abilities. Your inclusion of the video link was a great way to share your hobby and illustrate this further.

Using the word list to visually illustrate the point that memory takes a lot of mental resources was a great hands-on example to engage us in experiencing this concept for ourselves.

Overall, the use of personal experience and an interactive approach made your post both insightful and engaging.

Bottom of Form

Bottom of Form