To get people to remember something, it must be repeated over and over. This is true for almost every commercial on television and radio. I bet everyone knows what I am talking about when I mention the gecko commercial, or the investing toddler commercial. This is also true for the way we learn general studies like language arts, history, science, and math.

Customer research is important to identify and understand the Schemata that your target audience has. This reminds me of the recent commercial that starts out with “research shows young people remember information better when shown people having fun, so here’s a bunch of young people having fun with insurance at a pool party.” -Liberty Mutual Insurance-

To make it easier for your audience to learn your information, find their schema which relates to the information and plug your information into that existing schema. I am sure all of us try to associate all this new programming information with something we already know. For instance, when using favorite topic items when learning array concepts.

Recognition is easier than recall. This is because recognition uses context, which can help aid in remembering. For my “recall task” my injected items in memory were Desk, Book, Monitor, Mouse, and Printer. These injected items are referred to as “Inclusion Errors”. User Interface (UI) design guidelines features have changed over the years to reduce our human memory faults. These changes have been built on top of each other repeatedly over long duration, which then become a part of a Global Schemata. This I believe is how children are so computer literate compared to previous generations. It is said the very first pattern a baby learns to recognize is the human face. The first faces the baby lees are those in the deliver room. After this short, stressful, and revolving 24 hour of faces; almost every face afterwards has a screen in front of it. The interfaces are absorbed along with the human faces. It is stated, people receive 40 billion sensory inputs every second, through only are aware of only 40 at once. This is true for almost everyone. There are some that can consciously perceive many more sensory inputs than the usual 40 at a time. Come of these individuals are known as gifted, while others are diagnosed with multiple mental disorders. Recency effect is the ability to recall all information shortly after receiving it. If we are distracted from the constant flow of the intended information stream, the ending of the information will likely become forgotten. This is known as the suffix effect. I am much better now, but I used to suffer from acute A.D.D. which has traditionally caused my focus to stray, often. Which has caused this suffix effect many times in my youth. It is important to use concrete terms and icons, which are easier to remember. It is always best to allow people to rest or even sleep on the information you are sending, and do not interrupt those to whom you are teaching or conveying the information. I am reluctant to admit my mother was right all along when telling me her daily naps are used to best know all which needs doing and process that which she has already done. She will be so happy to hear my disposition has been proven futile.