Memory retention is a psychological concept that refers to the ability to store, maintain, and recall information over time. It involves the processes of encoding, storing, and retrieving information, and is fundamental to learning, decision-making, and everyday tasks.

**Key aspects of memory retention**

* Encoding: The initial process of converting information into a format that can be stored in memory. This can be through visual, acoustic, or semantic means.
* Storing: The maintenance of information over a period of time. Memory can be held in either short-term or long-term memory.
* Retrieving: The act of accessing and using stored information when it's needed.
* Forgetting: The natural process of losing memories, which can be explained by the Ebbinghaus Forgetting Curve. This curve shows that we forget information most rapidly at first, and then the rate of forgetting slows down over time.
* Importance: Memory retention is crucial for personal and professional growth, enabling us to apply knowledge, make decisions, and learn new skills.

One of the most unforeseen effects of short-form videos is their impact on memory. Studies have shown that watching short-form videos can have a negative impact on both short-term and long-term memory.

In one study, researchers found that participants who watched a 10-minute video had a harder time recalling details from a story they had read immediately before watching the video. This suggests that short-form videos can interfere with our ability to retain information.

Another study found that participants’ effects were particularly pronounced when they watched videos in the evening, suggesting that watching videos before bed may be particularly detrimental to memory.

We all may be enticed to snuggle up in our beds, scrolling through our phones and watching an endless stream of short-form videos. We don’t want to commit to a show that might reel us in and keep us engaged for a longer period of time. The time that we don’t think we have. However, we don’t often realize that giving in to the ease and temptation of the bite-sized videos takes more away from us than we realize.

*Are TikTok and Instagram reels sabotaging your brain? The startling effects of Short-Form video on memory, attention span, and creativity*. (2023, April 30). PsychFuel. <https://psychfuel.home.blog/2023/04/29/are-tiktok-and-reels-sabotaging-your-brain-the-startling-effects-of-short-form-video-on-memory-attention-span-and-creativity/#:~:text=The%20Impact%20on%20Memory,from%20us%20than%20we%20realize>.