

## Lecture 6: Memory

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## 6.1 Concepts

Todo: Encode, Reconstructive Memory, Sax's 1987 experiment, Levels of processing

### 6.1.1 Encoding Specificity Principle

**Definition:** A principle that states that the context in which we retrieve information affects what is retrieved, or more precisely memory is improved when information available at encoding is available at retrieval.

**ECP in Advertising:** Encoding specificity has multiple implications in the real world. The notion that neurons that "fire together, wire together" can be leveraged by advertising companies.

### 6.1.2 Spatial Memory

**Definition:** The spatial metaphor is a conceptual metaphor used to describe the idea that your memory is a geometric space where different memories are placed in different locations.

**Related Ideas:** Method of Loci, Spatial Awareness, Context Dependent memory, Sherlock's Mind Palace