Hi everyone,

22-Recognition is Easier Than Recall

As a visual example consider the difference between typing a full email address versus selecting one from a dropdown list that appears as you type. The latter utilizes recognition, allowing the user to quickly identify the correct address from a list, significantly reducing the effort compared to recalling and typing the entire address. Same happens with phones today, you can choose to dial the number you wish to call or text but most of us look for the contact, because we recognize the name, now days with the ability to add a profile picture to a contact enhances our ability to remember since now we don’t have to choose between 4 different Jessica’s we might have on our phone, instead by an image we know who is who.

26-The Most Vivid Memories Are Wrong

“Remembering traumatic or dramatic events in great detail is known as flashbulb memory” Despite their vividness, flashbulb memories are notoriously unreliable. The biggest problem with them lies within their “vividness”, which tricks us into believing they are more accurate than they truly are. We trust them, no question asked, because why wouldn’t we? They are very clear and detailed; do they must be correct.

Studies point at the fact that even though they are very vivid, this does not safeguard them from the typical processes of forgetting. This shows us how there is a strong connection between emotion and memory. Curiously enough the phenomenon of flashbulb memories is related to the more well-known “Mandela Effect”. The main distinction between the two is that while flashbulb memories are usually associated with specific, often traumatic, or dramatic events (like 9/11 or the Challenger explosion), the Mandela Effect can involve any kind of memory, from historical events to details in popular culture.

Weinschenk, S. M. (2011). 100 Things Every Designer Needs to Know About People (2nd ed.). New Riders.