HOW TO BE MEMORABLE

CCEMC 2024

1 REPETITION

- Enables the hippocampus to better encode a memory.

It's not enough to passively repeat the material you are trying to memorize. You must actively use and reuse the material to maximize the strength of those memories.

ASSOCIATION 2

- Linking new memories to things we already know well, makes it easier to retrieve (e.g. mnemonics)

3 NOVELTY

- Our brains tend to react strongly to new information
- Expose yourself to new situations and experiences, or look for the new details in familiar experiences to improve your memory

EMOTIONAL RESONANCE 4

- Activates the interaction between the amygdala and hippocampus which makes memories particularly strong and long lasting
- Memories that are associated with strong, resonant emotions (i.e. happy and sad) are more easy to reconstruct because they involve big changes in the body

SOURCE: Dr. Wendy Suzuki. Neuroscientist, Professor and Dean of Arts & Science at NYU.

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