Remember the Information:
Memory and Retention Strategies
The phenomenal power of the human mind

I cdnuolt blveiee taht I cluod aulacly uesdnatnrd waht I was rdanieg The phaonmneal pweor of the hmuan mnid! Aoccdrnig to a rscheearch at Cmabrigde Unervtisy, it deosn't mttaer inwaht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer be in the rghit pclae. The rset can be a taotl mses and you can sitll raed it wouthit a porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe. Amzanig huh? Yaeh, and I awlyas thought slpeling was ipmorantt.
The human mind is very powerful. When it comes to memory and retention we must learn to do three things:

1) Retaining Information
   - Encoding information into our memory
2) Storing Information
   - Keeping the information for later use
3) Recalling Information
   - Retrieving information from our memory
Fun Memory Facts

• It takes 15-25 minutes of practice over several days to successfully retain new data.
  • Start early, don’t cram!

• With the exception of injury, the human brain never forgets. Only our own inability to recall stands in the way.

• The average college student can’t remember 50% of what they just read. 24 hours later, recall is about 20%!
  • Let’s learn some strategies to retain and recall information...
Memory Activity

- Take a few minutes to study to pictures in front of you

- Now, flip your paper over...
Memory Activity
What’s Missing?
What Strategies did you Use?

• Discussion Questions:

• What strategies did you use to remember?
• Will you remember these in a month? Or how about a year?

• We will use these, along with other strategies to retain information.
Types of Memory

- Sensory memory – taste, sound, smell, feeling & sight
- Motor memory – riding a bike, swimming, etc.
- Verbal/Semantic – ability to associate with words/symbols
- Photographic memory – ability to create a picture in your mind
- Short-term memory – temporary recall (*cramming*)
- **Long-term memory** – birthdays, foreign languages & hopefully what you learn during your studies at Towson!
Why do we Forget?

• No need to remember
• Not enough preparation
• Lack of understanding
• Boredom
• Too tired
• Stress/anxiety
• Too painful or embarrassing
• Lack of **focus**
“Focus on Memory”

- Begins with concentration
  - Eliminate distractions – example: study location
  - Set a specific goal – what are you trying to remember? Why?
  - Take breaks – reward yourself

Once you are focused we can put memorization strategies in place
Memory Strategies

• **Start with your listening:**
  • Active Listening
    • REALLY listen to what is being said
    • Listen for central ideas and new ideas
    • Ask questions
    • Organize your lecture notes while listening
Memory Strategies Continued

When you are studying:

• Link what you are trying to learn to what you already know
  • meaningful associations

• Learn from general to specific
  • Example: Nervous System -> PNS -> Somatic vs. Autonomic NS

• Match the material to specific memorizing techniques

• PRACTICE! – retaining and recalling information requires repetition
Specific Memorizing Techniques

- Study groups
- Tutoring
- Concept Mapping
- Outlines, lists, charts
- Re-writing
- Highlighting and color coding
- Flashcards: 70% what you know, 30% what you don’t know
- Test yourself
- Songs and rhymes
- Mnemonics
Memory Strategies Continued

• **Mnemonic Devices**

1. Jingles/Slogans/Phrases – commercial examples

2. Associations –

3. Sentences – Every Good Boy Does Fine

4. Words (acronyms) – **SMART, ASAP**

5. Visualization –
Memory Strategies Continued

• **Test Taking**
  Step 1: Use a memory data dump
  Step 2: Preview the test
  Step 3: Do a 2nd memory dump
  Step 4: Develop a test progress schedule
  Step 5: Answer the easiest problem first
  Step 6: Skip difficult problems
  Step 7: Review skipped problems
  Step 8: Guess at the remaining problems
  Step 9: Review the test
  Step 10: Use all the allotted time
Group Activity

• As a group read the scenario you are provided with
• Discuss a “memory plan” for your scenario
• Share with the group

Discussion Questions:
  • Were all the strategies/plans the same?
  • Why or why not?
Take home message...

• Use techniques **to overlearn the material** – storing information in long term memory requires *repetition*
• after you think you understand:
  • go over it again
  • test yourself
  • have somebody test you
  • recite it aloud in your own words

• Use the amazing power of the human mind!
Thank you for Coming!

• More questions?
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