**FORGETTING**

**Name: Section Number:**

**Date: Student Number:**

This activity will help you understand one of the reasons why we forget information – interference.

* Review this video: <https://youtu.be/HVWbrNls-Kw>

**Encoding**

1. What are the steps of encoding?
2. What does an encoding failure mean in terms of memory?

**Memory and Forgetting**

1. If you forgot your grocery list at home, you are more likely to recall which portion of the list? What is this tendency called?

**Other Failures**

1. What other explanations are there for our failure to recall information at a later time?
2. Briefly explain storage decay.

**Interference**

1. Name and briefly describe two types of interference that affect memory during processing and storage:
2.
3.
4. Taking into consideration of what you have learned. What is a real life situation of encoding failure or recall failure that can result in serious consequences?
* Optional video on Dr. Elizabeth Loftus’ research in memory: <https://www.youtube.com/watch?v=FMkZWXDulA4>