12 Principles of Memory

Each principle of memory listed below focuses on a cognitive process that research shows builds memory and improves cognitive performance. The mnemonic *(a memory technique or tool that serves as a bridge to help you recall information from long-term memory)* **SAVE CRIB FOTO** will help you to recall these principles easily.

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|  | **Principle** | **Application** | **Learning Goal** |
| **MCj00980470000[1]** | **Selectivity** | Identify and separate the main ideas and important details from a large body of information | To identify the information for further processing and to discard the information that is not relevant or important to process into memory |
| **MCj03227150000[1]** | **Association** | Form visual or auditory cues to link together 2 or more items or chunks of information to process in memory. Effective associations are ones that are easy to remember and use | To create a strong, vivid association between 2 or more items so that one can serve as a memory cue to recall the other |
| **MCj04039970000[1]** | **Visualization** | Make pictures or ‘movies’ in your mind. Involves visual encoding, seeing the pictures in your mind without looking at the visual form itself | To create a strong visual image of important information that can be recalled as needed from long-term memory |
|  | **Elaboration** | Think about, ponder or work with and encode information in new ways. (A contrast to rote memory which is the process of using repetition to learn information in the *exact* form in which it was presented) | To work with, encode and practice information in new ways in order to increase comprehension and application of information |
| **MCj04348010000[1]** | **Concentration** | Block out distractions in order to stay focused on one specific item or task | To have a focused mind and undivided attention by blocking out disruptive thoughts and distractions |
| **MCj03892060000[1]** | **Recitation** | Explain information clearly, out loud, in your own words and in complete sentences without referring to printed materials (to yourself or others) | To explain information clearly and in an organized, knowledgeable manner without looking at printed information |
| **MCj03126540000[1]** | **Intention** | Create a purpose or a goal to act or perform in a specific way. Intention involves setting a learning goal that clearly states what you plan to accomplish and your plan of action that shows how you intend to achieve your goal. | To put yourself in a learning mode that identifies a purpose and a plan of action for achieving your learning goal |
| MCj04135020000[1] **MCj04135020000[1]** | **Big and little pictures** | Identify different levels of information in the materials you are studying – see the forest from the trees. Think about correctly identifying details on a penny or drawing your watch | To identify themes, concepts, main ideas as well as the important supporting details |
| **MCj04260820000[1]** | **Feedback** | Verify how accurately and thoroughly you have or have not learned the specific information. This principle often involves using self-quizzing where you are testing yourself so you can receive feedback about the accuracy and completeness of your understanding | To check your accuracy of remembering facts or processes and to correct any inaccuracies by modifying your approach or using new strategies to learn |
| **MMj02347000000[1]** | **Organization** | Create a meaningful, logical structure or arrangement of ideas and information | To organize information into meaningful chunks, to work with information in new ways to personalize and clarify it, and to create associations that connect levels of information |
| **MCj04326020000[1]** | **Time on task** | Allocate sufficient time and space contact time effectively in order to learn, rehearse, and retrieve information in memory. How you do this affects the quality of your learning experience | To use time to your advantage by allocating sufficient time to the learning process and spacing practices effectively |
| **MCj04348040000[1]** | **Ongoing review** | Practice previously learned information, otherwise information can fade, become confused with other memories or be difficult to locate and retrieve | To use time and effort on a regular basis to review previously learned information |

Taken from *Essential Study Skills, 6th Ed.* By Linda Wong