## Memory

Dawn Grow

Art337R | Brother Iman

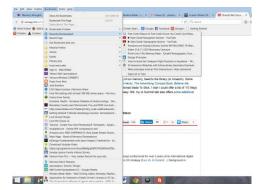
I started out this assignment with observations since that is what the steps started out with until I realized that someone messed up the instructions with last week's assignment. I am continuing with some of my observations on memory.

This morning someone asked me what I thought of a specific restaurant. I thought back and the memory I had of eating in that establishment was a long wait for the meal and the expensive price (twice what I normally pay ... \$18 for spaghetti). This prompted me to give him a bad review for that restaurant until I remembered that they had catered a company party a few times and the food was very good.

What commercial is your most favorite and most memorable? The one that comes to mind for me is the French toilet paper one where the husband is encouraging saving paper and using technology to the annoyance of his wife. Yet when he runs out of toilet paper, she slips him a digital image to toilet paper on his tablet. This is a good example of a memory triggered with a story line.

Most memories, good or bad, come with a story. While sitting around with the siblings recalling their youth, the stories start to flow. While in Utah this last week, the best times we have are the ones where we are sharing memorable stories of them as children. "Remember the time..." is the start of any great memory. Pictures are a great way to remember things or to spark a memory or emotion. As I write this, my husband is relating a story from our trip.

In another class we had to give examples of web design. I know that once or twice a week I had to show 2 examples. A lot of them were really good but the one that was the most memorable was the one that was interactive. The design had objects on the page that would move or make noise on about 8-9 levels. <u>http://one.htc.ua/</u>



I have found that the sites that I want to be able to go back to, I bookmark in the computer's memory for me to find later. I love that I can save things to look over later. This is helpful especially when I save so many things I need later.

Even ilearn is built with a memory. When you click the class in the upper right box it takes you to the place you

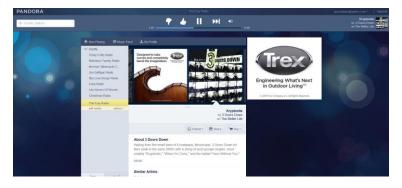
have been to recently or the one you should be on. It remembers where I left off in the course. This is helpful so the student doesn't need to keep hunting for an assignment if they are already limited for time to accomplish something.



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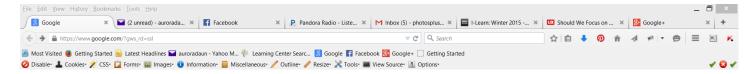
I love that Firefox saves my passwords. We have so many and I hate having them written down. It remembers them and keeps them in a safe place. As long as I don't forget the main password to access them, they are there in case I have lost/forgotten one.

I have a tendency to listen to music while I am working on homework or while I am at work. In fact, I listen to music a LOT. I love that Pandora saves all my stations and preferences so I can listen to different genres to match my mood. It also remembers what kinds of music I like to listen to and removes those kinds that I reject (those with bad language).



pocket

The browsers also can remember my favorite links pages. Whenever I open up the browser, it brings up all the ones I choose the most and I don't have to fetch each of them separately. This saves me time and is convenient.





Google remembers what I have gone to, where I am and what I tend to search for. It will second guess what I am looking for and saves time. I have even found myself typing in something and waiting for Google to find me the correct spelling.

While I am traveling on the road and want to read something, I have an app on my tablet that lets me save the article or site so I can read it without internet. Saving things in my "pocket" are convenient at many times so I don't have to remember things but can look them up.

On the whole, all of these technological advances are all for helping the user save time and do things faster and easier. This can be helpful or hindering as we become lazy and stop learning to spell and start to rely more and more upon devices to do for us.

I am probably pointing out some of the same resources others have found too:

http://www.nngroup.com/articles/recognition-and-recall/ covers tips on making the website memorable.

<u>http://www.uxbooth.com/articles/total-memory-recall/</u> covers recognition and recall along with how often we encounter that information.