First, let’s take a look at how memory works (College Success, p. 149-150).

- Memory involves taking in, storing, and retrieving information.
- There are two types of memory: short-term memory and long-term memory.
- **Short-term memory** involves information being captured at the moment (such as listening in class).
- We begin to forget data within thirty seconds of not using it, and interruptions (such as phone calls or distractions) require us to rebuild the short-term memory structure—to get “back on task.”
- To keep information in our memory, we must actively use it in order to place it into our long-term memory (much like saving a document on your computer).
- Retrieving and recalling information helps us move it into **long-term memory**.
- Each time we retrieve a piece of information, our mind creates a complex series of links to the data. The stronger the links, the easier it is to recall.

So... we need to **practice retrieval** in order to remember!

For this group activity, let’s practice using some proven **study strategies** to retrieve information, process it, and move it into long-term memory.

**Strategy 1: Group Similar Items into “Buckets”**

Study the words in list #1 for about 20 seconds. Then, cover it up and write down all the items you remember. Next, study list #2 for about 20 seconds and see how many items you can remember. Was group 2 easier? What is the difference?

<table>
<thead>
<tr>
<th>List #1</th>
<th>List #2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arch</td>
<td>Fries</td>
</tr>
<tr>
<td>Chowder</td>
<td>Chowder</td>
</tr>
<tr>
<td>Airplane</td>
<td>Brownies</td>
</tr>
<tr>
<td>Kirk</td>
<td>Paper clip</td>
</tr>
<tr>
<td>Paper clip</td>
<td>Thumb drive</td>
</tr>
<tr>
<td>Column</td>
<td>Brownies</td>
</tr>
<tr>
<td>Oak</td>
<td>Oak</td>
</tr>
<tr>
<td>Subway</td>
<td>Skateboard</td>
</tr>
<tr>
<td>Leia</td>
<td>Cedar</td>
</tr>
<tr>
<td>Fries</td>
<td>Luke</td>
</tr>
</tbody>
</table>
Strategy 2: Visualize

Draw an image to help you remember the 12 memory strategies below.

Twelve Memory Strategies

1. Make a deliberate decision to remember the specific data.
2. Link the information to your everyday life.
3. Link the information to other information you already have “stored.”
4. Mentally group similar individual items into “buckets.”
5. Use visual imagery.
6. Use the information (do something with it, make something, talk about it, etc.).
7. Break information down into manageable “chunks.”
8. Work from general information to specific (get the big picture first).
10. Repeat, repeat, repeat (say it out loud, silently, write it down, etc.)
11. Test your memory often.
12. Location, location, location (picture where you were or what you were doing when you learned the information).

Strategy 3: Create a Mnemonic Device

Examples of mnemonic devices:

- Acronym to remember the names of the five great lakes:
  - HOMES = Huron, Ontario, Michigan, Erie, Superior

- Acrostic to remember the order of the planets from the sun out:
  - My Very Educated Mother Just Served Us Nine Pizzas
  - Mercury Venus Earth Mars Jupiter Saturn Uranus Neptune Pluto

- Rhyme or jingle to member dates, facts, or lists:
  - In fourteen hundred and ninety-two, Columbus sailed the ocean blue.
  - Thirty days hath September, April, June, and November.
  - Two all-beef patties, special sauce, lettuce, cheese, pickles, onions and a sesame seed bun.

Now you try! Create a mnemonic device to remember:

1. the noble gases: helium (He), neon (Ne), argon (Ar), krypton (Kr), xenon (Xe), and the radioactive radon (Rn).
2. the G8 group of countries: France, U.S. (America), United Kingdom (England), Russia, Germany, Japan, Italy, and Canada.
3. the seven dwarves from Snow White: Bashful, Doc, Dopey, Grumpy, Happy, Sleepy, and Sneezy

Strategy 4: Quiz Yourself

Make up questions to quiz yourself (or a classmate) on the 12 memory strategies above using flashcards, paper, or a quiz app (Quizlet or similar).