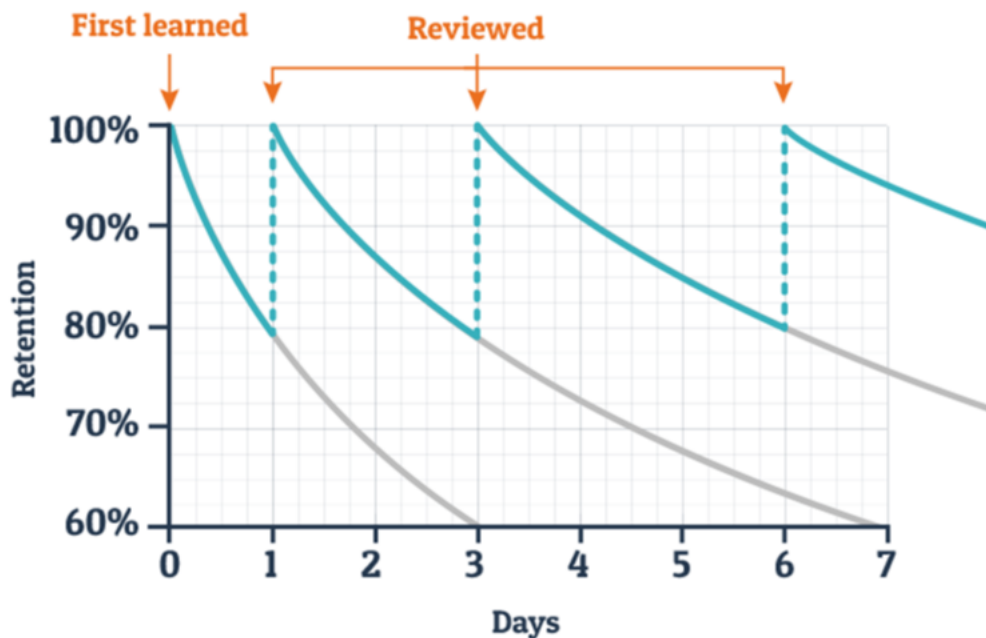


FORGETFULNESS, LEARNING AND MEMORY

Forgetting is completely natural. Research has shown that over time you forget a majority of what you've learnt, and it happens immediately. The following diagram outlines this process and is called the Ebbinghaus Forgetting Curve (1885).

Typical Forgetting Curve for Newly Learned Information



Ebbinghaus, who developed the theory of the 'Forgetting Curve', proposed that humans lose the 'memory of knowledge' over time if we do not consciously review it again and again. Through research and experiments, he found out the following things about forgetfulness, learning and memory:

- We remember 100% of our information at the time of learning but it drops to 60% after three days.
- A range of factors affect the rate at which we forget things – this includes motivation, meaningfulness of information, revision strategies and sleep!
- Repetition of learning reduces the effects of forgetfulness and is most effective when done in the first 24 hours after learning new information.

The key takeaway here is that practice and retrieval help to break this 'forgetting curve' as it strengthens the long-term memory and stops information from fading.