The brain can store 2.5 petabytes of data – that's 2,500,000 gigabytes, or 300 years worth of TV.
~ Paul Reber, Professor of Psychology at Northwestern University

**Anatomy of Memory**

- Attention
- Working → Short-term → Long-term

**Procedural**
- Implicit (riding a bike)

**Declarative**
- Explicit
- Episodic (events)
- Semantic (facts)

---


Memory & Learning

Memory is:
- recreated when it is recalled
- strongly connected to emotion
- strongly connected to sensory input
- associative and narrative
- Connected and cemented during sleep and downtime
Retrieval-based learning


Easy access means easy forgetting
Quizzing over repetition
Writing out over rereading
Sensory-based story telling
Cramming is the worst
