retrieval cues come from associations we form from the time we encode a memory

**priming**: the activation, often unconsciously, of particular associations in memory.

**Context Effects**

deja vu: that eerie sense that “I’ve experienced this before”. Cues from the current situation may subconsciously trigger retrieval of an earlier experience.
Similar contexts and situations might create illusion of re-experience
Deja vu may be attributed to dual processing

**Moods and Memories**

state-dependent memory; alcohol disrupts memory storage and someone may be able to recall that information once drunk again

**mood-congruent memory**: the tendency to recall experiences that are consistent with one’s good or bad mood

current mood affects how we perceive previous experiences

current moods persist b/c they influence how we perceive reality

**Forgetting**

3 sins of forgetting

absent-mindedness; inattention to detail

transience; storage decay over time

blocking; inaccessibility of stored information

3 sins of distortion

misattribution; confusing source of information

suggestibility; lingering effects of misinformation

bias; belief-colored recollections

1 sin of intrusion

persistence; haunting memories

**Encoding Failure**

without effortful processing, many memories do not form

after a period of time, forgetting levels off

**Retrieval Failure**

often forgotten memories are un-retrieved and not discarded

**Interference**

**proactive interference**: the disruptive of prior learning on the recall of new information