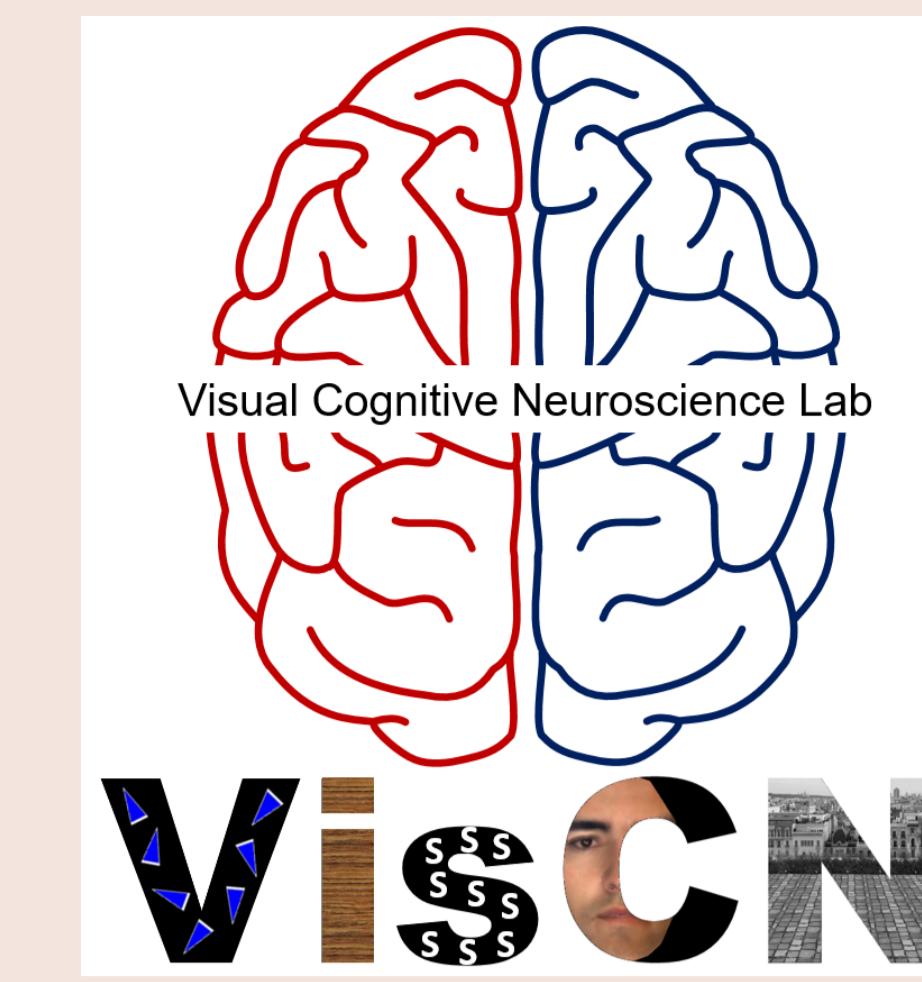


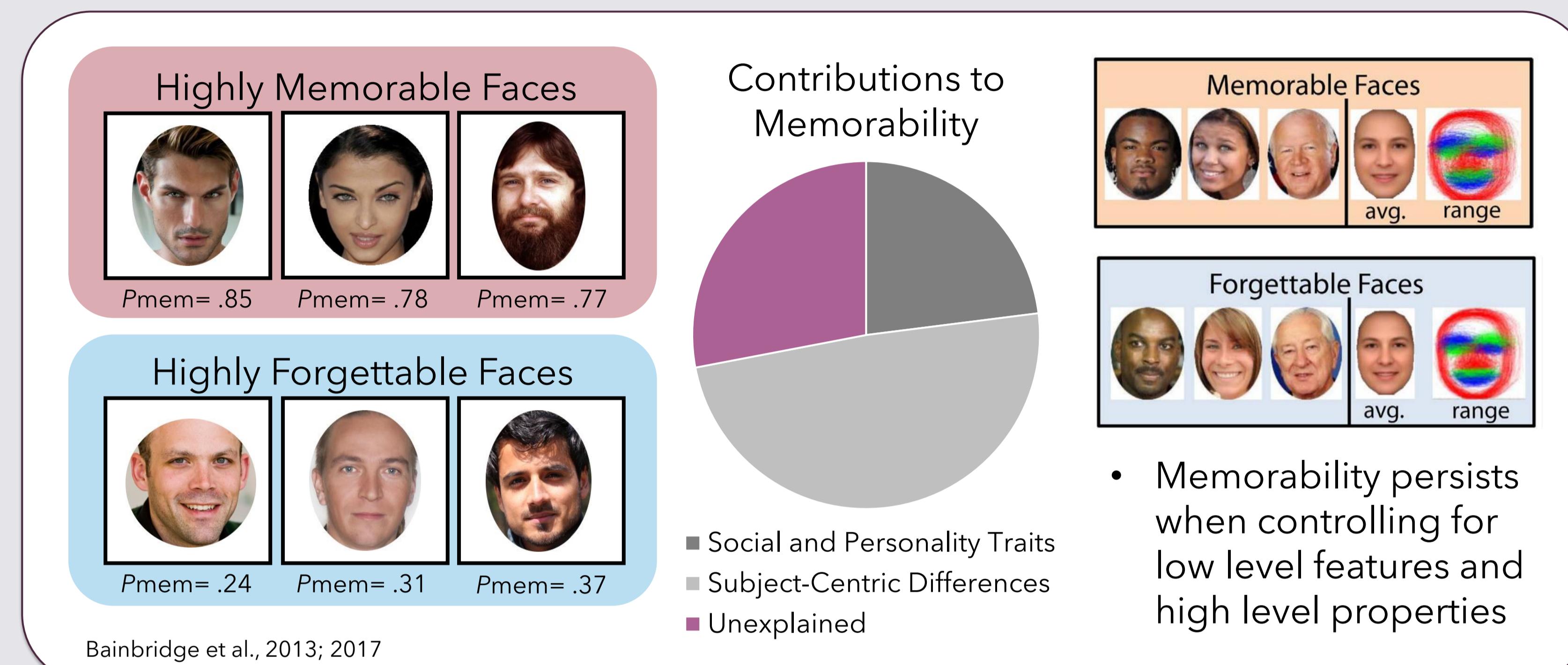


Tracing the Emergence of Stimulus Memorability

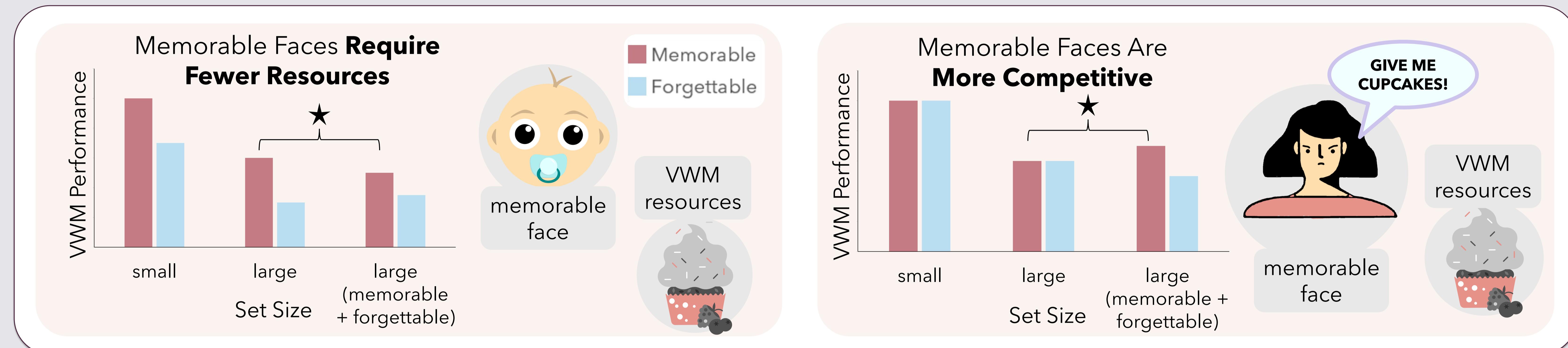
Greer Gillies, Ben Park, Dirk B. Walther, Jonathan Cant, & Keisuke Fukuda
Department of Psychology
University of Toronto



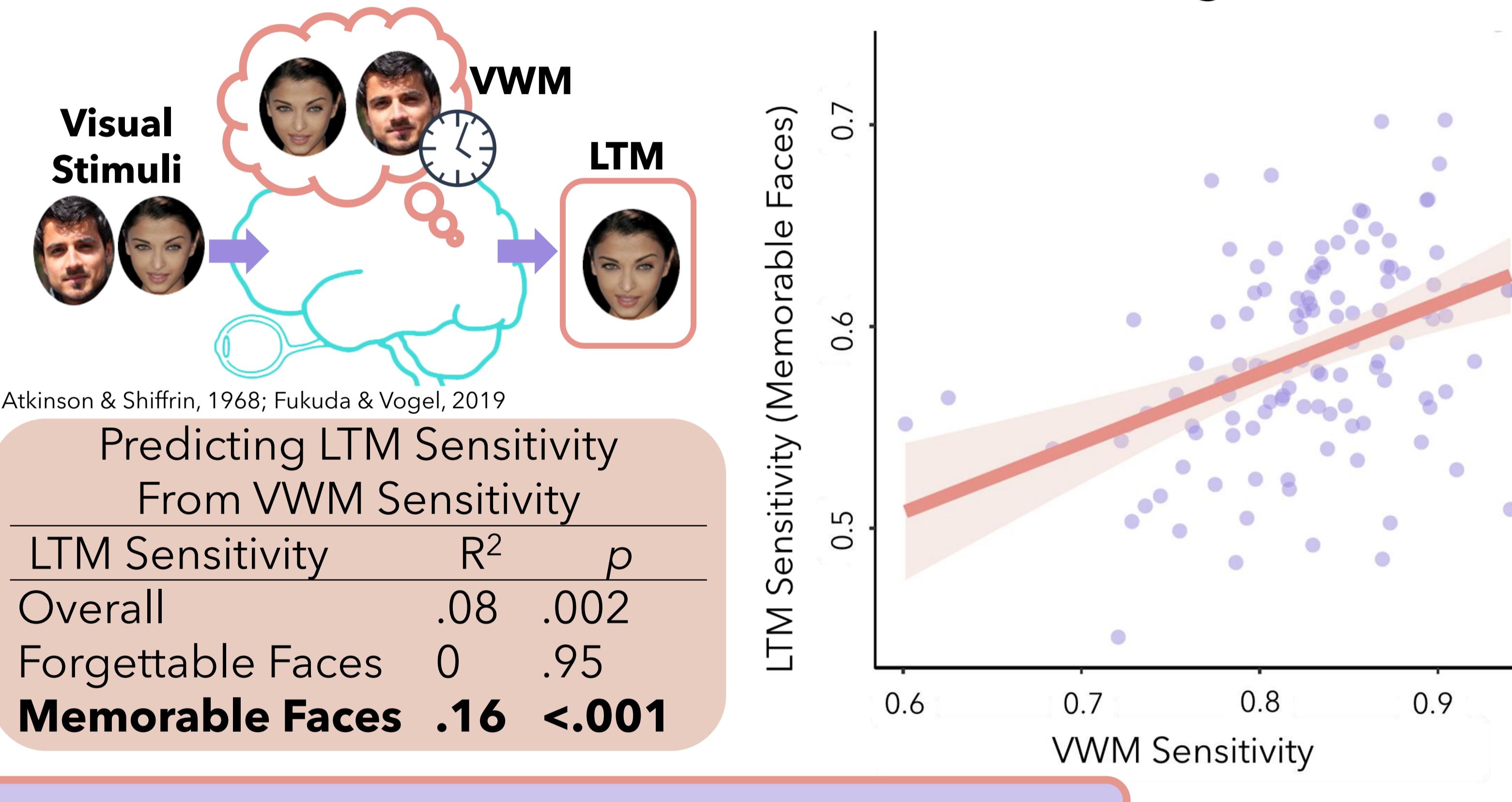
Background



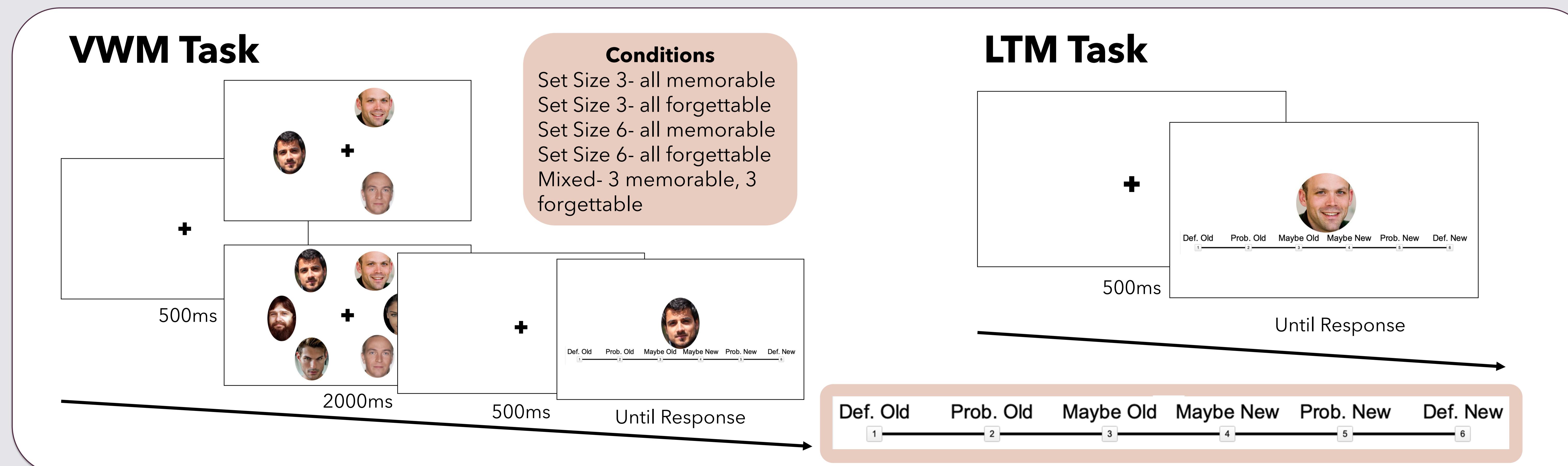
Predictions



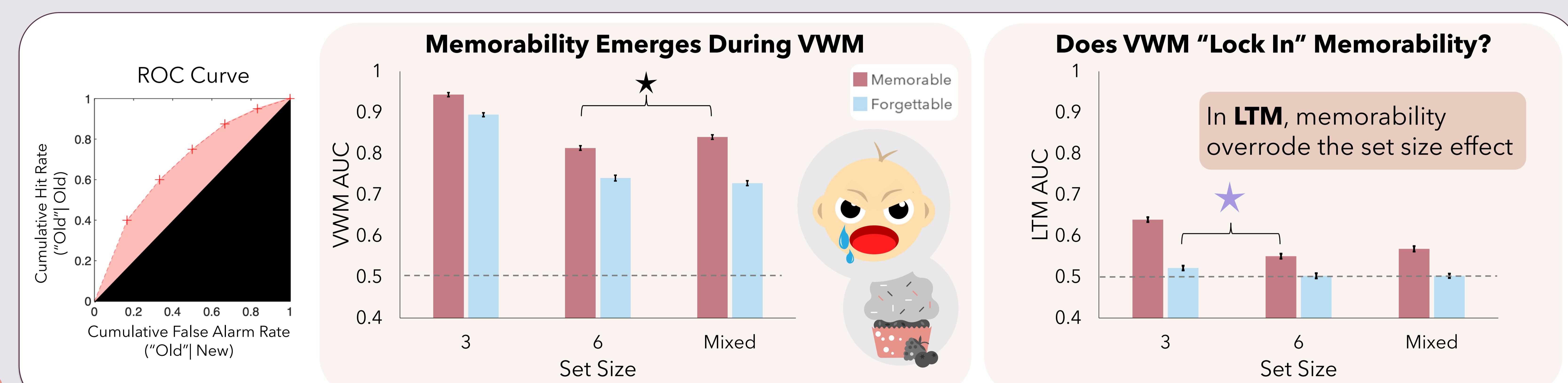
VWM Gates Access to LTM Via A Shared Encoding Mechanism



Methods



Analysis and Results



Memorability emerges during and post-VWM

Conclusion

- Memorability does emerge during VWM
- **Memorable items are like babies, not adults: require fewer cupcakes but cry louder**
- Memorability continues to emerge post-VWM
- **Memorable faces are "stickier" than forgettable ones**