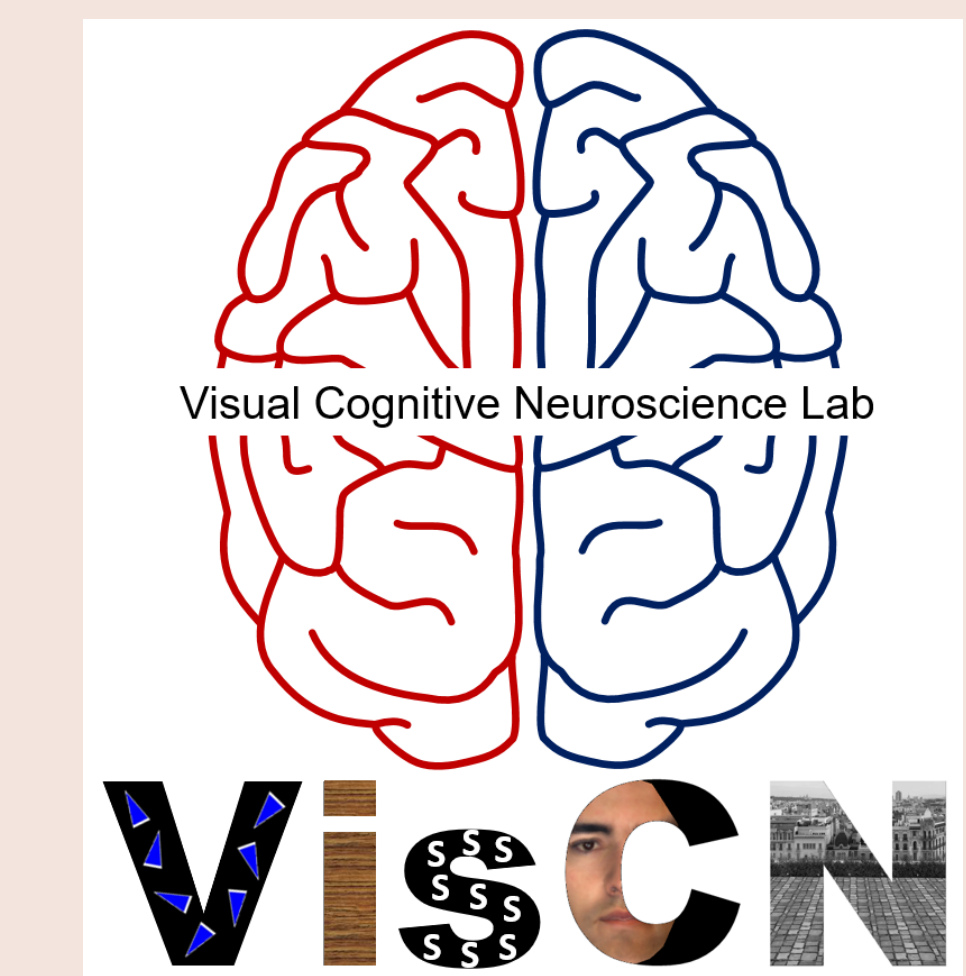


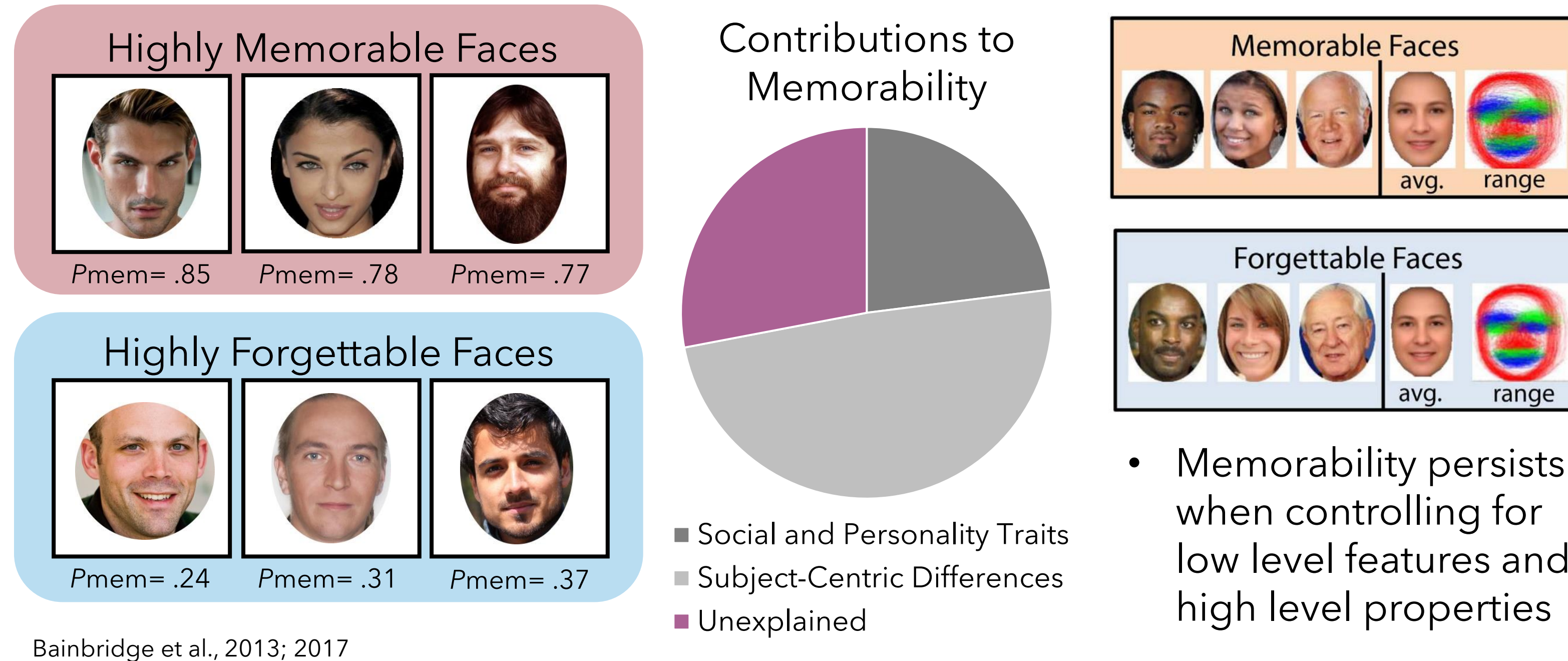


Tracing the Emergence of Stimulus Memorability

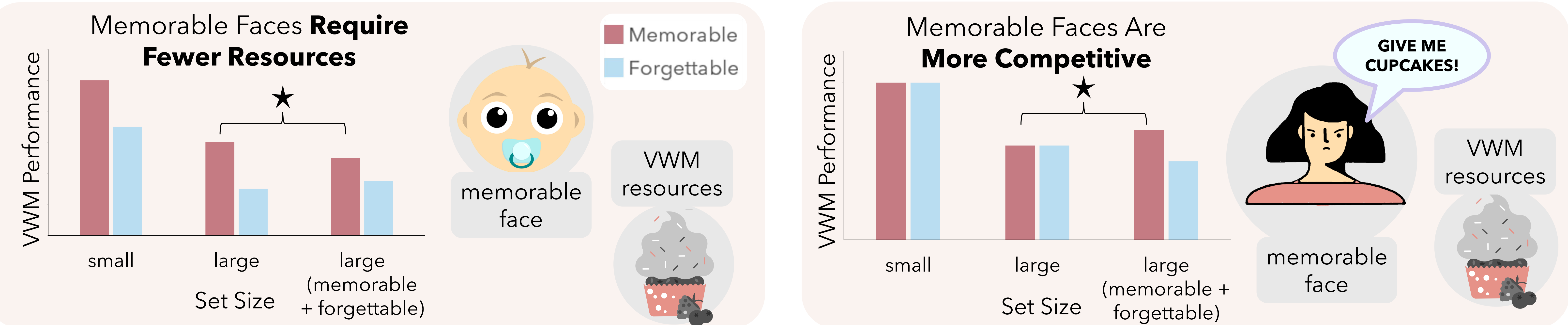
Greer Gillies, Ben Park, Dirk B. Walther, Jonathan Cant, & Keisuke Fukuda
Department of Psychology
University of Toronto



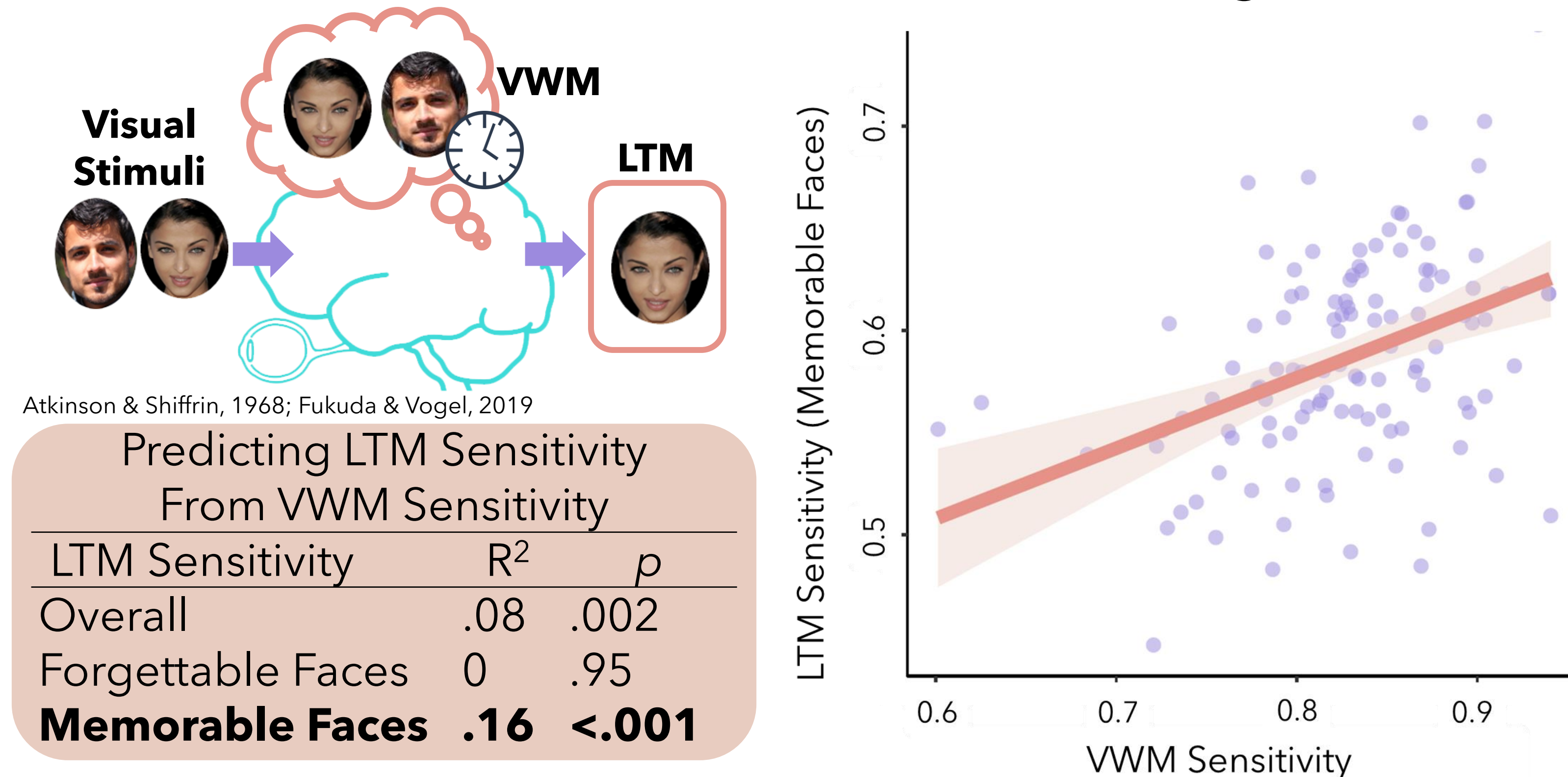
Background



Predictions



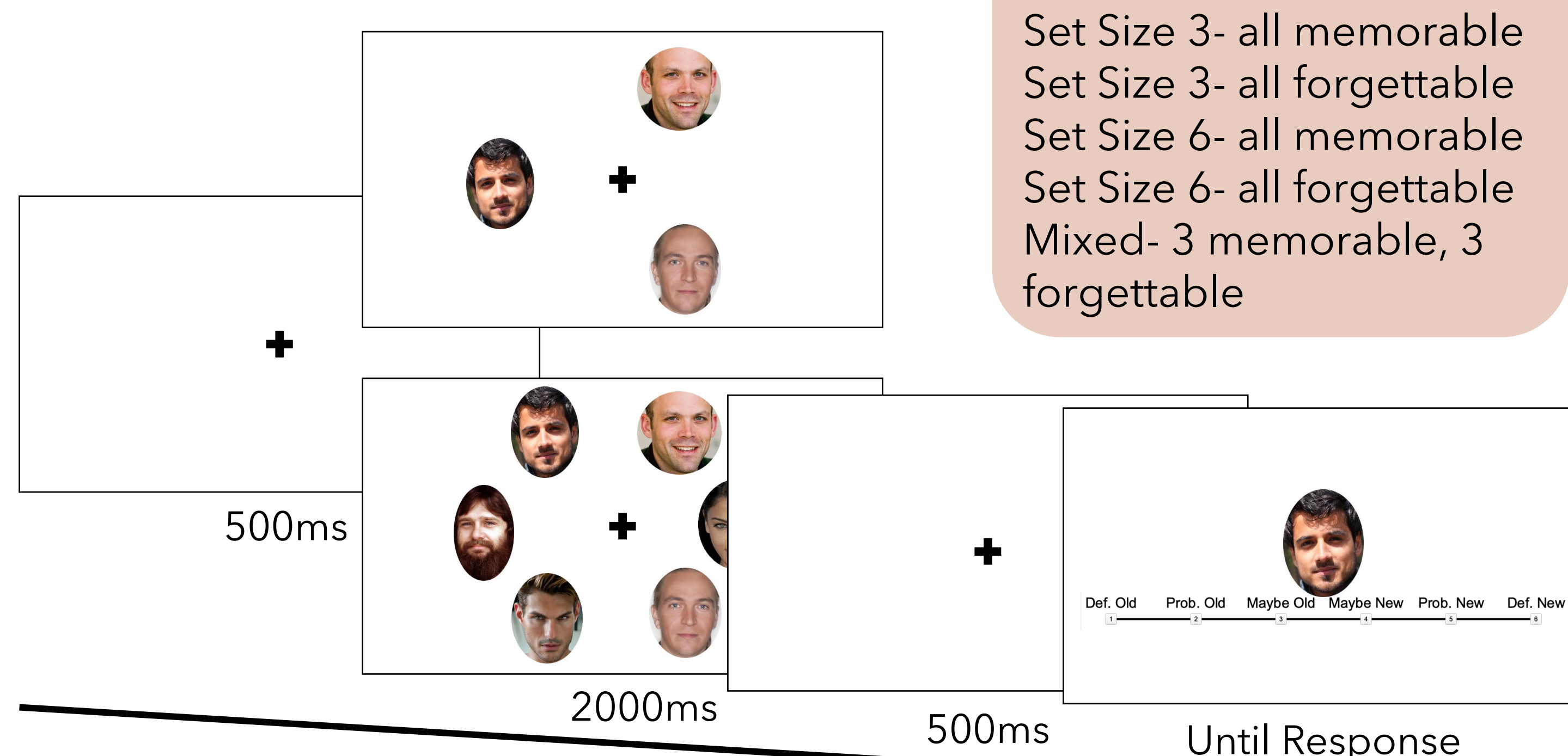
VWM Gates Access to LTM Via A Shared Encoding Mechanism



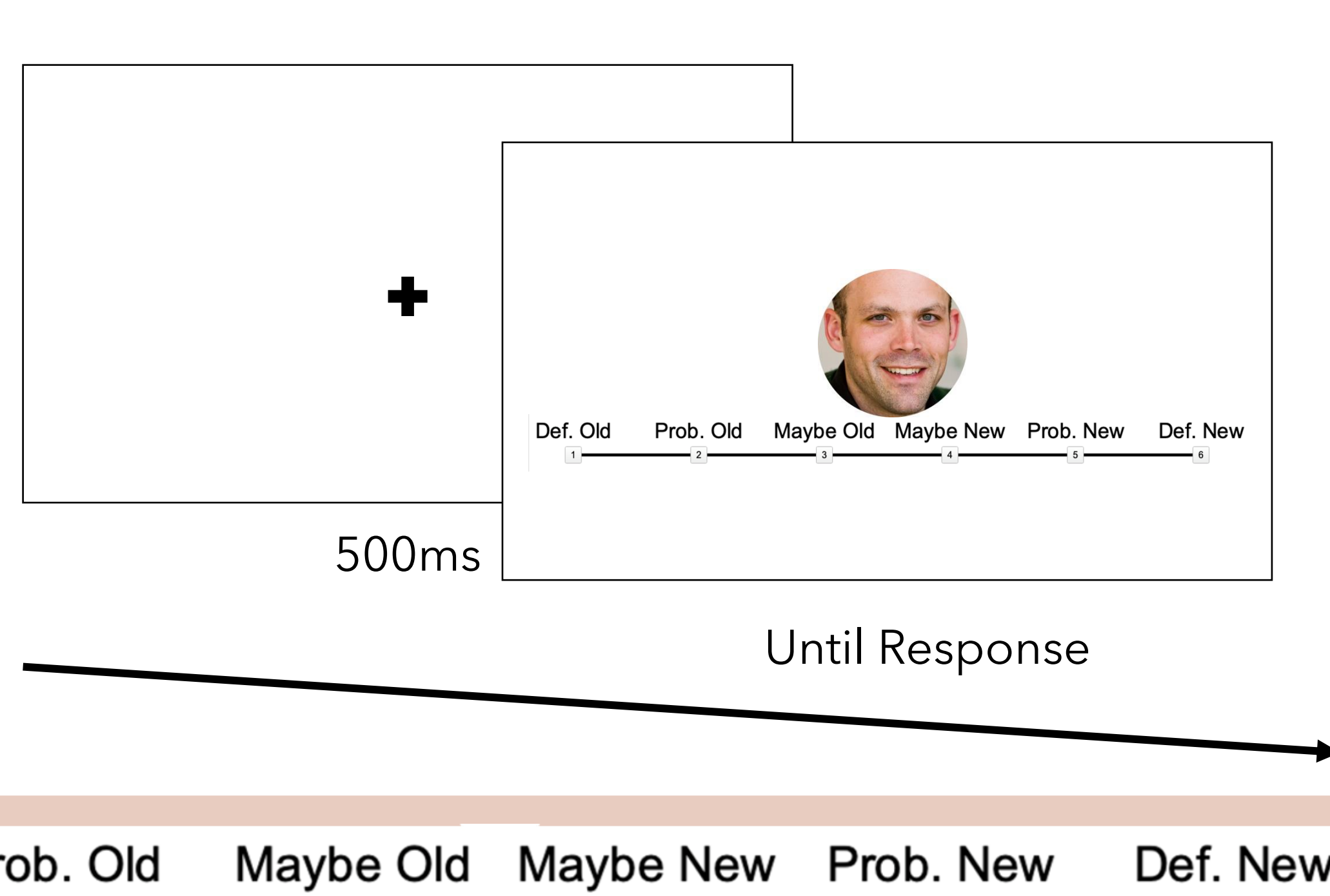
Does memorability emerge during VWM?

Methods

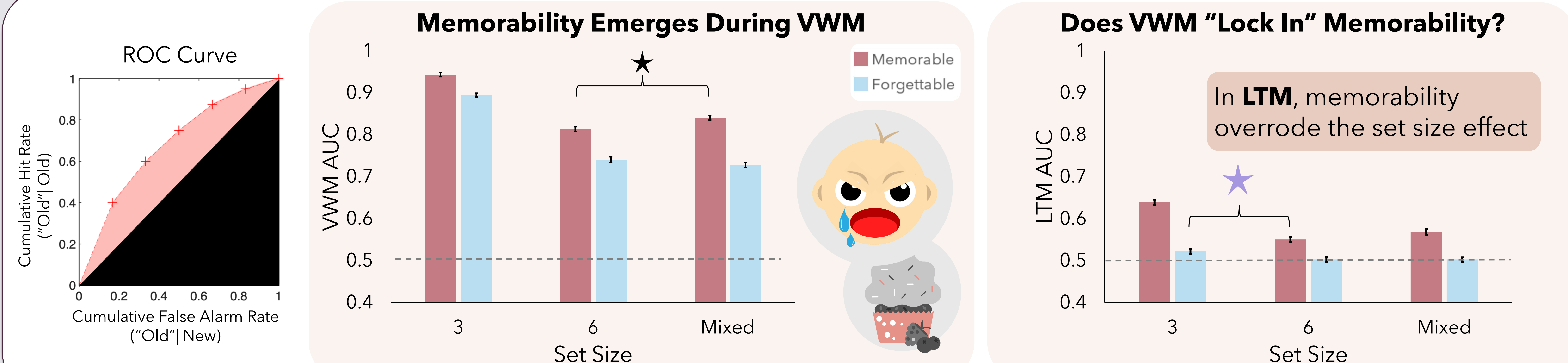
VWM Task



LTM Task



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**