

WHY DO WE FORGET?



Studied hard but still blanked out in the exam?
Forgetting isn't failure, it's your brain's way of
staying efficient.

Without forgetting, our minds would be flooded
with every detail and slow down.



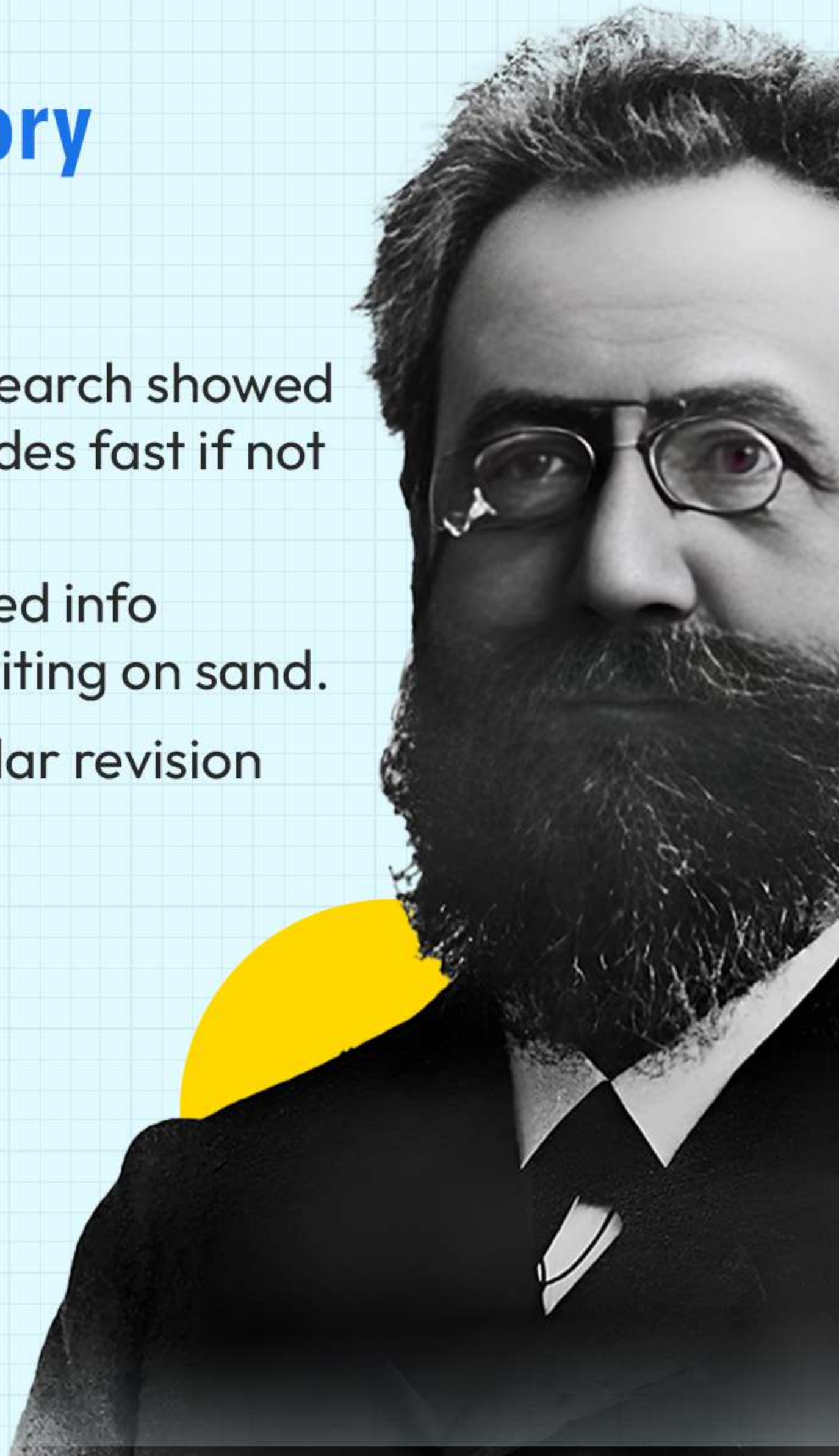
Decay Theory

Use It or Lose It

Ebbinghaus' research showed that memory fades fast if not reinforced.

Over time, unused info weakens, like writing on sand.

That's why regular revision matters!



Interference Theory



When Memories Clash

New or similar memories can clash and confuse recall.

- **Proactive interference:** Old info blocks new.

Example:

You set a new phone password...
but keep typing the old one.



- **Retroactive interference:** New info replaces old.

Example:

You learn a new photo editor...
and forget the old one.





Cue-Dependent Forgetting

It's There Somewhere!

Sometimes the memory is there — you just need the right cue.

Example:



You forget a name... until you revisit the place you met them.

Context and mood matter more than we think!

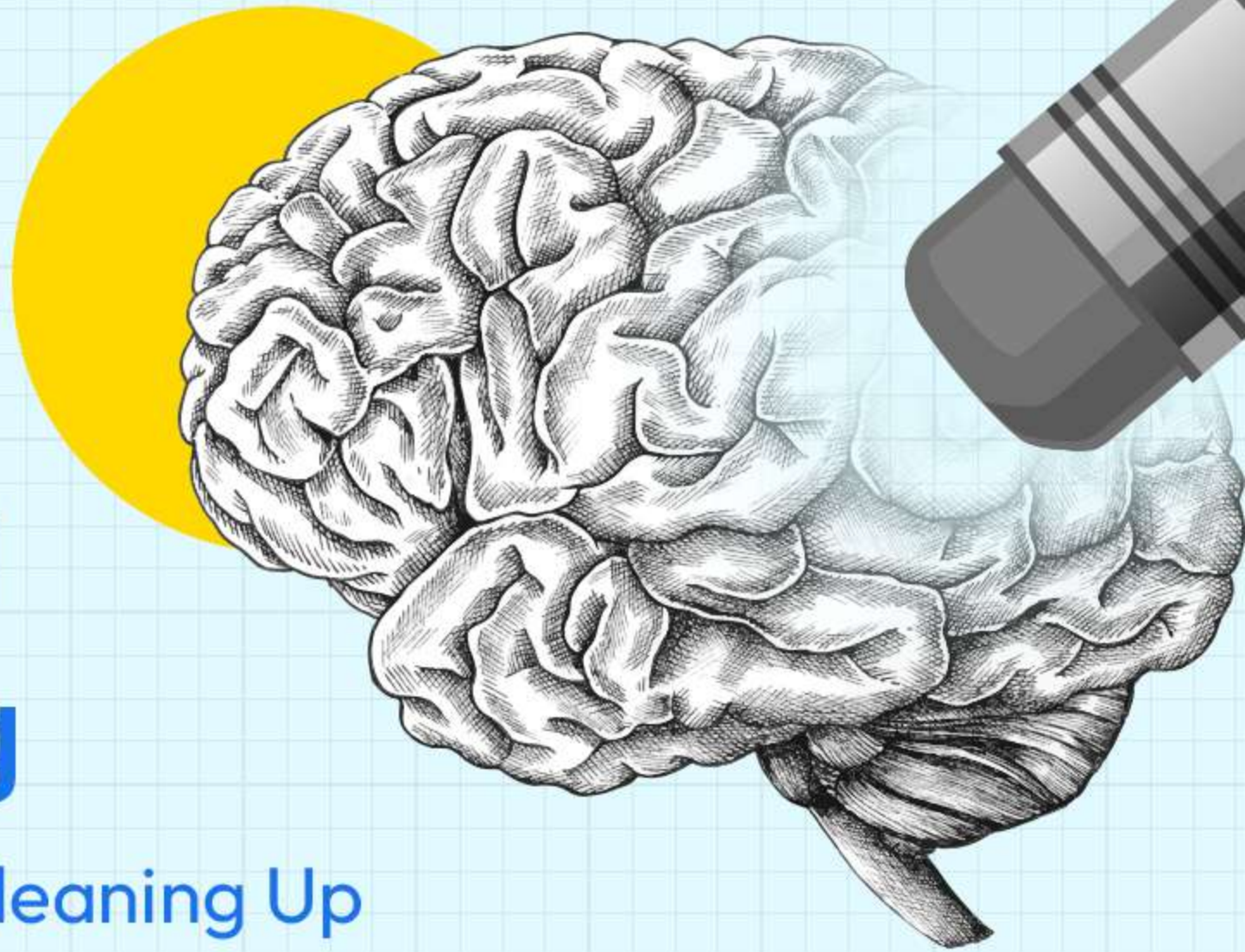
Biological Forgetting

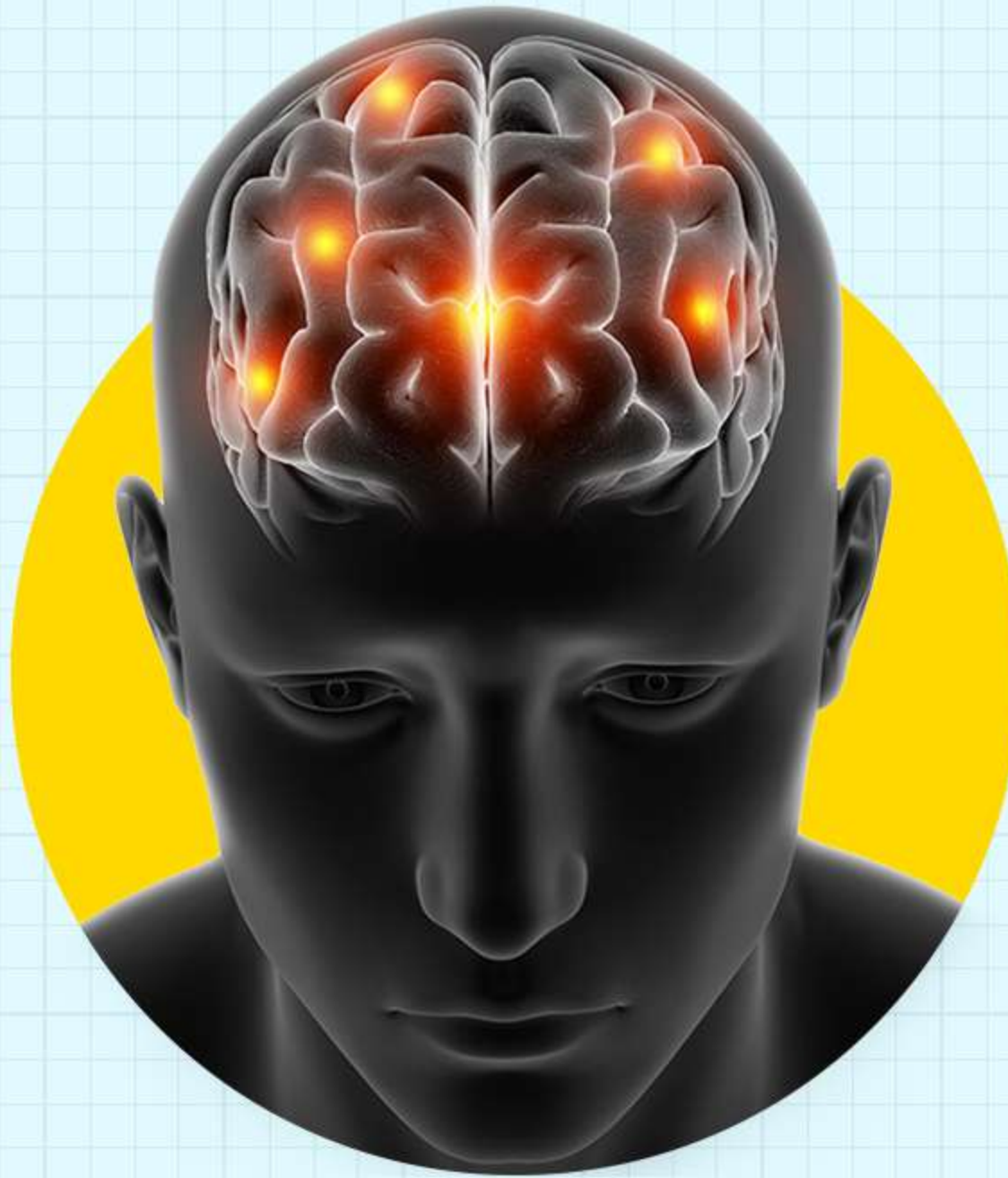
Your Brain Is Cleaning Up

Your brain clears out unneeded info to stay sharp:

- Using molecular pathways
- By forming new neurons (neurogenesis)

It's how your brain makes space for what matters next.





Motivated & Adaptive Forgetting

Forgetting also protects us.

Sometimes we block out painful memories — consciously or not.

It's like emotional self-care: clearing clutter to stay mentally healthy.

Forgetting Isn't Failing

It's Functioning!



Think of forgetting as your brain's mental decluttering tool; it filters out the noise so you can focus on what really matters.

- It keeps us adaptable
- It protects us from overload
- It allows room for new learning.

Preparing for psychology
entrance exams?

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