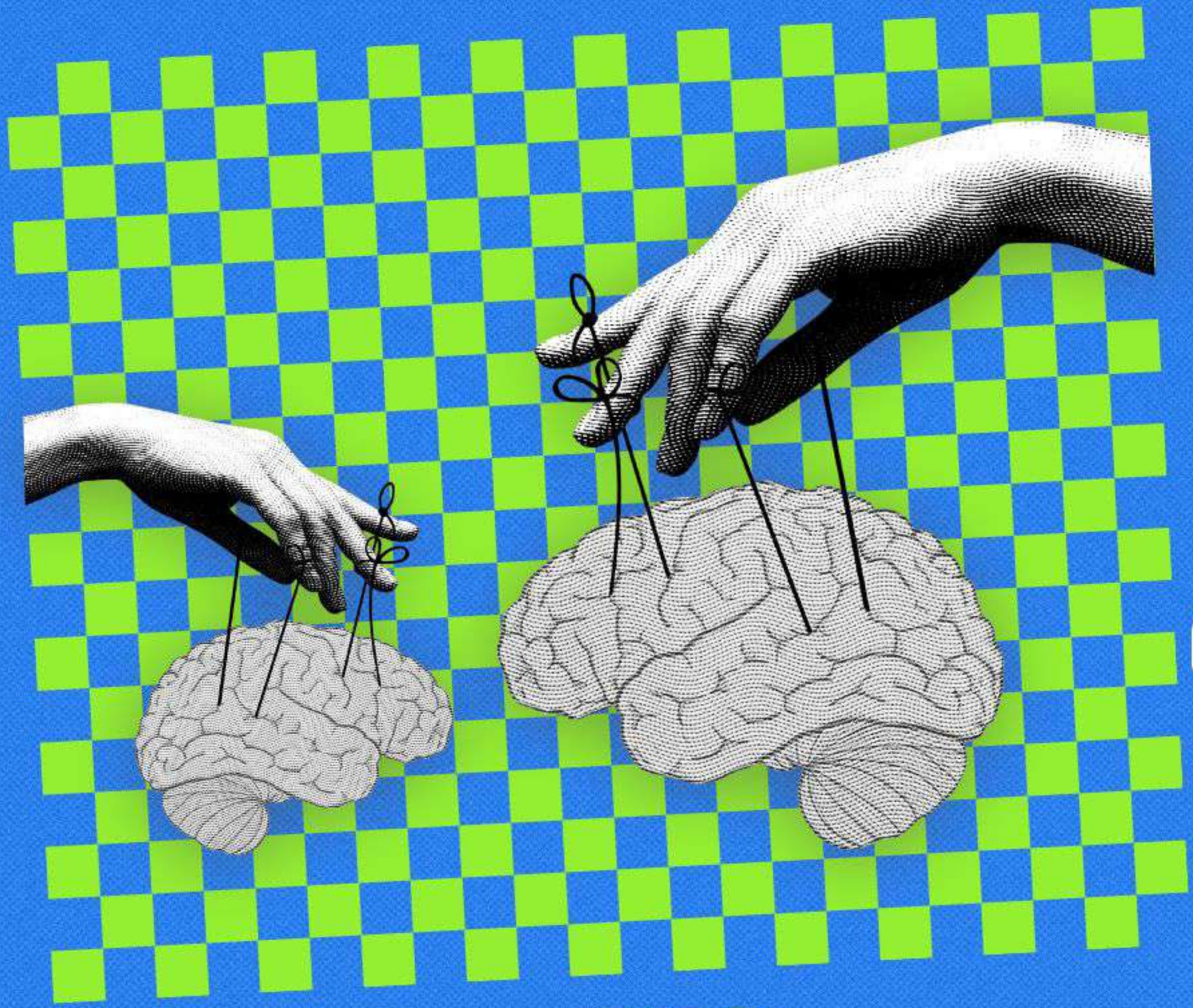
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PSYCHOLOGY

YOU EXPERIENCE EVERY DAY

BUT DON'T KNOW WHAT IT'S CALLED

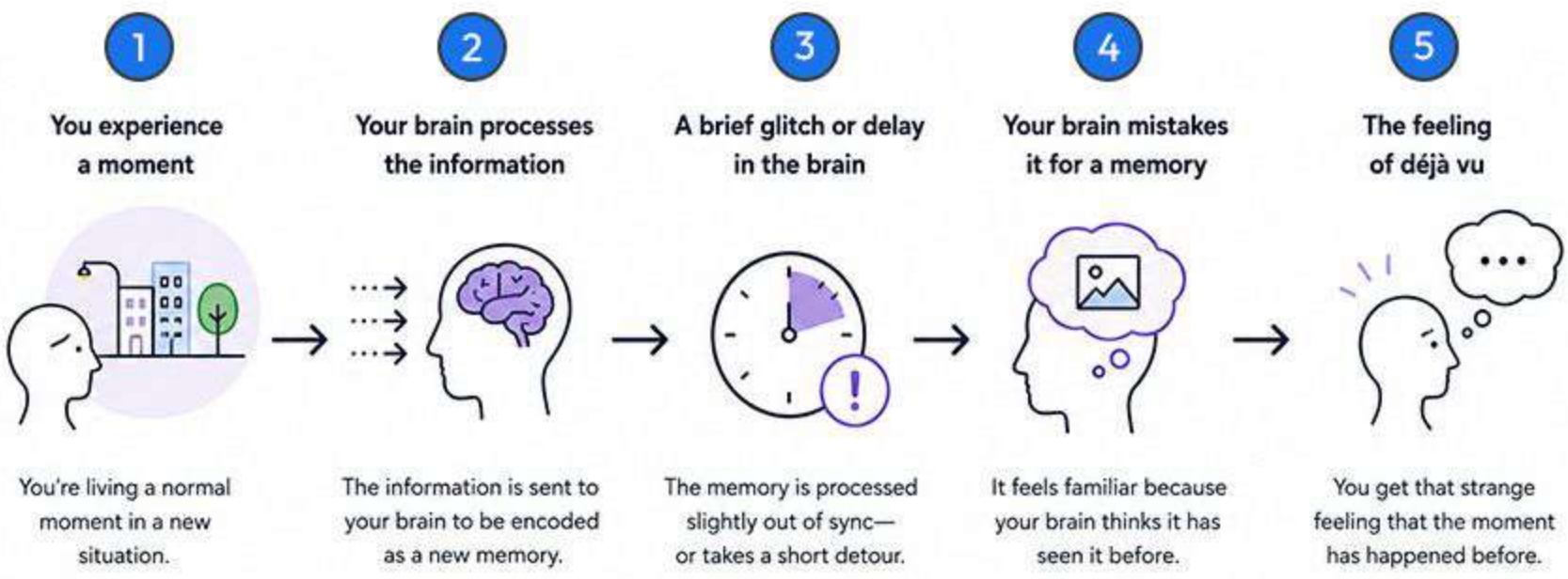
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DÉJÀ VU

Déjà vu is the strange feeling that a situation feels familiar, even when you know it's happening for the first time.

↘ **Example: Visiting a new place but suddenly feeling like you've already been there before.**



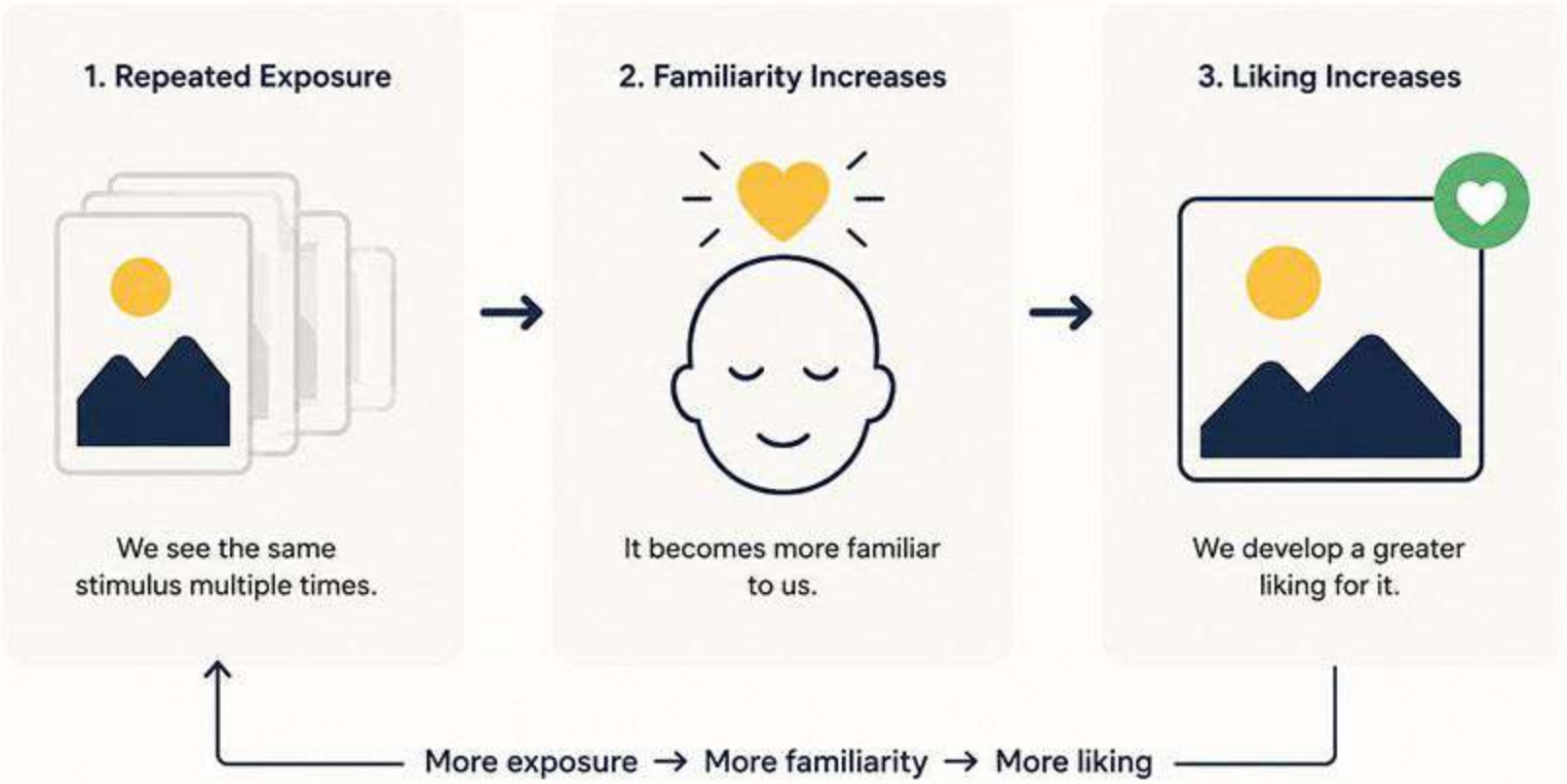
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THE MERE EXPOSURE EFFECT

The more often we see or hear something, the more we tend to like it over time.

↘ **Example: At first, you skip a trending reel song, but after hearing it repeatedly, you suddenly start enjoying it.**



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BAADER–MEINHOF PHENOMENON

After learning something new, you suddenly begin noticing it everywhere. Your brain starts paying more attention to it.

↘ **Example: You learn a new word like "cognitive dissonance," then suddenly see it in videos, books, and conversations.**



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ZIEGARNIK EFFECT

Our brain remembers unfinished or interrupted tasks better than completed ones.

↘ **Example: You stop studying in the middle of a topic, and your mind keeps reminding you about the incomplete part later.**



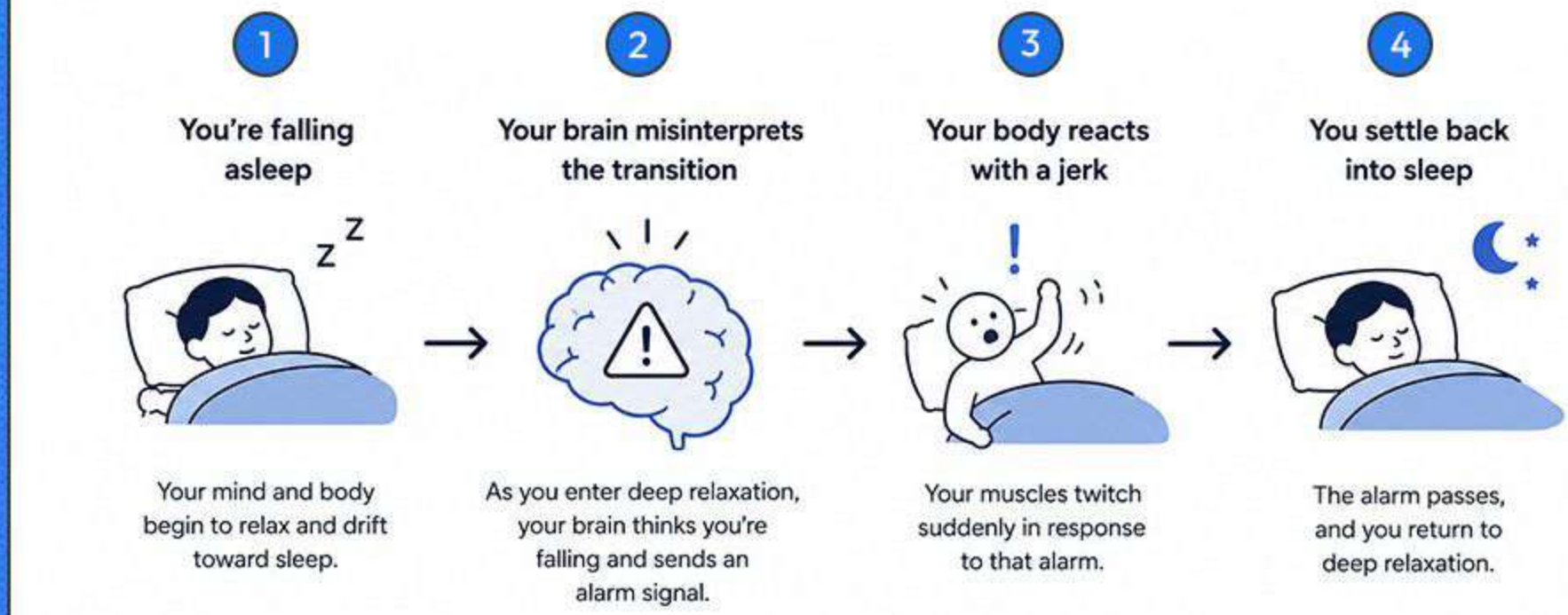
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HYPNAGOGIC JERKS

A sudden body jerk or falling sensation that happens just before sleep. It's a normal psychological and physiological experience.

↘ **Example: You're almost asleep, then suddenly feel like falling from somewhere and your body jumps awake.**



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WHICH ONE HAVE YOU EXPERIENCED THE MOST?

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