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Authors

Gopi, Yashoda

Wilding, Edward

Madan, Christopher R

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The effectiveness of face-name mnemonics on name recall

Yashoda Gopi

University of Nottingham, Nottingham, United Kingdom

Edward Wilding

University of Birmingham, Birmingham, United Kingdom

Christopher Madan

University of Nottingham, Nottingham, United Kingdom

Abstract

Remembering names is generally considered a difficult task. The face-name mnemonic strategy enhances encoding of face-name associations using a name transformation, a prominent facial feature, and interactive imagery. Name recall involves mentally retracing these steps. However, the components of the face-name mnemonic strategy are relatively unexplored. The present study tested the effectiveness of variants of the face-name mnemonic strategy in comparison to an uninstructed group for learning face-name associations. Experiment 1 demonstrated a significant advantage of the name-transformation mnemonic strategy compared to the uninstructed approach. Experiment 2 further examines the name-transformation mnemonic strategy with young adults. This study demonstrates the effectiveness of a variation of the face-name mnemonic strategy with implications for memory rehabilitation interventions.