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College Writing I

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#1: Richards, Blake. "The Persistence and Transcience of Memory." Neuron, vol. 94, no. 6, 2017, https://doi.org/10.1016/j.neuron.2017.04.037. Accessed 7 Feb. 2023.

This study explores the complex nature of human memory and how it can change over time. The author discusses the concept of memory "persistence," -which refers to memories that remain stable and intact over time, and "transcience," -which refers to memories that decay or change over time. Richards goes into the neuroscience of memory and discusses how various factors, such as sleep and emotion, can affect memory persistence and transcience. This article is a valuable resource for researchers and anyone interested in understanding the complex nature of memory and its potential applications in various fields.

#2: Bacon, Donald. "How Fast Do Students Forget What They Learn in Consumer Behavior? A Longitudinal Study." Journal of Marketing Education, vol. 28, no. 3, 2016, https://doi.org/10.1177/027347530629146. Accessed 7 Feb. 2023.

This study examines the rate at which students forget material covered in consumer behavior courses. Bacon tracks the retention of knowledge of students over a 10-month period after

completing the course. The study reveals that students tend to forget a significant amount of the material they learned in the course within a short period. This research has implications for how educators approach teaching consumer behavior and the need for continued reinforcement of key concepts. The study is useful for educators and policymakers seeking to improve pedagogy and enhance student learning outcomes in consumer behavior courses.

#3: Amin, Hafeezullah, and Aamir S Malik. “Human memory retention and recall processes. A review of EEG and fMRI studies.” Neurosciences (Riyadh, Saudi Arabia) vol. 18,4 (2013): 330-44.

This study presents a comprehensive review of current research into the neuroscientific basis of human memory retention and recall. The authors discuss the role of different brain regions, such as the prefrontal cortex and hippocampus, in memory consolidation and retrieval. They also explore the potential applications of EEG and fMRI studies in the diagnosis and treatment of memory disorders. This article is a valuable resource for researchers and healthcare professionals interested in the neuroscience of memory and its clinical implications.

#4: Roberts, Gehan, et al. “Can improving working memory prevent academic difficulties? A school-based randomized controlled trial.” BMC Pediatrics vol. 11, 57, 20 Jun. 2011, doi:10.1186/1471-2431-11-57.

This study, conducted by Gehan Roberts and his colleagues, investigates the effectiveness of working memory training in improving academic outcomes in school-aged children. The study is a randomized controlled trial conducted in a school setting, and it evaluates the effects of a

working memory training program on children's academic performance. The findings suggest that children who received working memory training demonstrated significant improvements in working memory capacity and academic outcomes compared to the control group. This study has practical implications for educators and policymakers seeking education reform.

Works Cited

Richards, Blake. "The Persistence and Transcience of Memory." Neuron, vol. 94, no. 6, 2017, https://doi.org/10.1016/j.neuron.2017.04.037. Accessed 7 Feb. 2023.

Bacon, Donald. "How Fast Do Students Forget What They Learn in Consumer Behavior? A Longitudinal Study." Journal of Marketing Education, vol. 28, no. 3, 2016, https://doi.org/10.1177/027347530629146. Accessed 7 Feb. 2023.

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Roberts, Gehan, et al. “Can improving working memory prevent academic difficulties? A school-based randomized controlled trial.” *BMC pediatrics* vol. 11 57. 20 Jun. 2011, doi:10.1186/1471-2431-11-57