

# MICROLEARNING

## AND THE FORGETTING CURVE

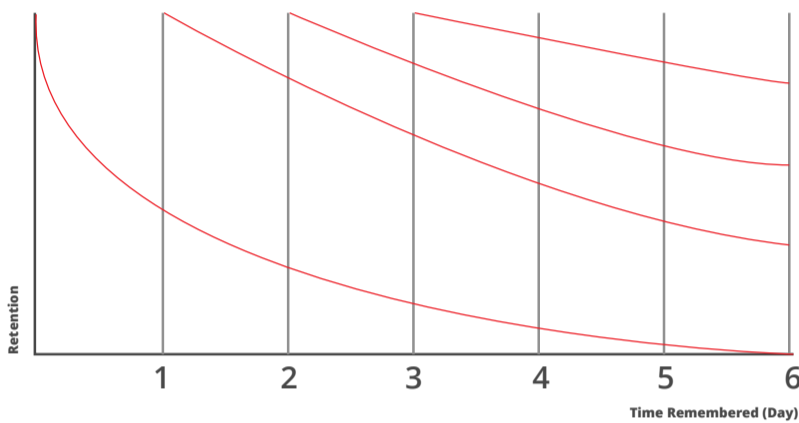
In the 19th century, psychologist Hermann Ebbinghaus explored the exponential nature of forgetting, for which he came up with this formula:

$$R = e^{-\frac{t}{S}}$$

R = Memory Retention

S = Strength of the memory

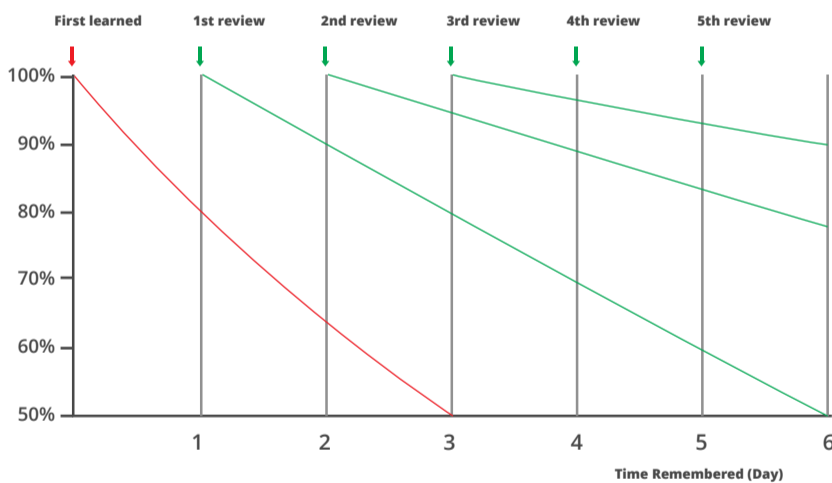
T = Time



The curves hypothesize the decline of memory retention over time. Forgetting happens most rapidly right after learning occurs; it then slows as time passes.

### REVIEWING TO REMEMBER

A typical forgetting curve shows that our newly learned knowledge and made memories are halved in a matter of days or weeks unless the information is reviewed



After learning something, our memory of it will decline over time unless we review it. The more we review it, the stronger we make the memory, the longer we can remember it. When exposed to the same material repeatedly, it takes less time to pull the information from your long-term memory.

### FIGHTING THE FORGETTING CURVE



Provide context



Bite-sized learning content



Easily accessible platform



Create memory aids



Interactive learning method

Master-O is a mobile solution that makes learning effortless and improves business performance by combining learning content, game design and behavioral science. Learn, retain and apply a new skill on the job with Master-O's uniquely packaged bite-sized content called Microskills.®

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