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The effectiveness of face-name mnemonics on name recall

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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.