

Selective Retention: Why We Only Remember What We Want

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Selective retention, in relating to the mind, is the process when people more accurately remember messages that are closer to their interests, values and beliefs, than those that are in contrast with their values and beliefs, selecting what to keep in the memory, narrowing the informational flow.

Such examples could include:

A person may gradually reflect more positively on their time at school as they grow older

A consumer might remember only the positive health benefits of a product they enjoy

People tending to omit problems and disputes in past relationships

A conspiracy theorist paying less attention to facts which do not aid their standpoint

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