

by

boxee
redefining expectations.



**JUST GIVE ME
SOME SPACE,
YEAH?**

Inspired by fs.blog/spacing-effect

we're not actually talking social distancing. in this blog, we're talking about memory, and how our brains just aren't cut out for cramming (I wish 'student me' had known this).

feeding our prefrontal cortex endless facts and figures and expecting it to hold onto that info for life isn't going to happen. and asking our brains to do some serious 'innovative' thinking is pointless - although we see and hear it all the time in our line of work.

forgetfulness is inevitable.

check out the graph on the next page if you don't believe me.

some dude called Ebbinghaus did some research and found that ~20 mins after learning about something, you've lost ~40% of what you've learnt. pretty shit.

so much effort for so little return—our pet peeve at boxee.



EBBINGHAUS* FORGETTING CURVE.

*en.wikipedia.org/wiki/Hermann_Ebbinghaus





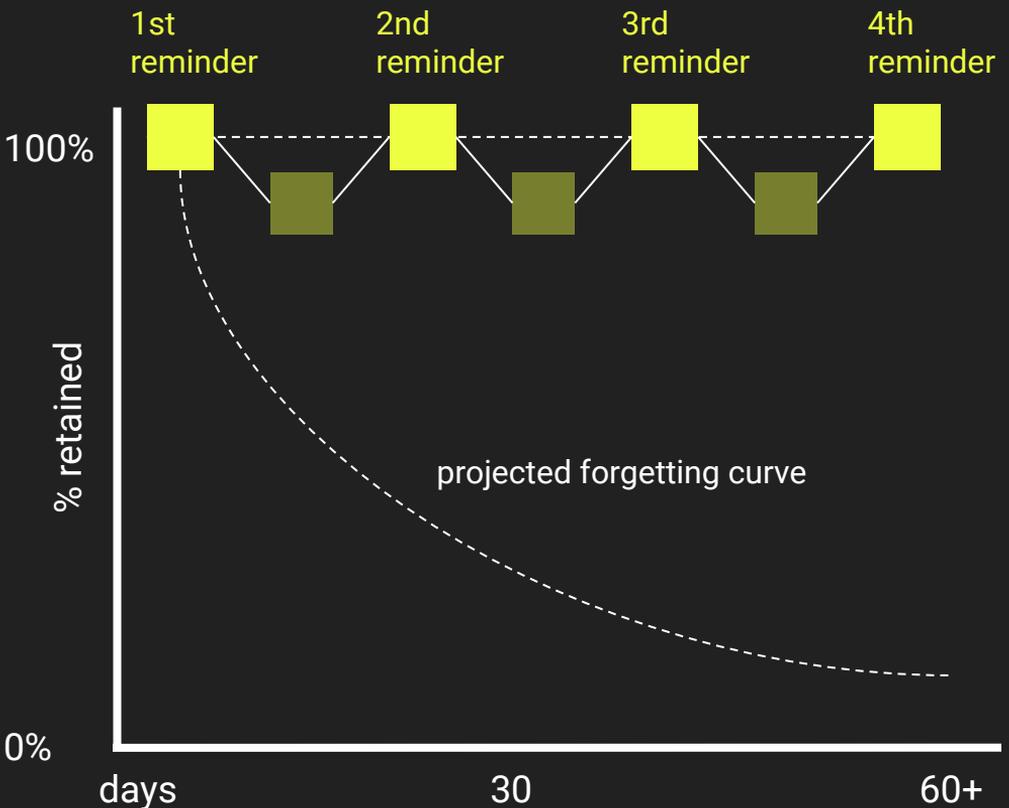
ANY HOPE?

a silver lining

there is a way to improve retention. and the even better news is that it's really, really simple to do.

the spacing effect (first identified by that dude Ebbinghaus again) says that if you revisit something you've been learning every so often to 'jog' your memory, it's way better than spending a whole night re-reading your notes until your eyes start watering and words lose all sense of meaning. no matter the amount of Red Bull.

how's the below graph for some super-charged retention. much better!



**SO THIS
SPACING
EFFECT GOT
US THINKING.**



**why aren't we working
to our brain's strengths
rather than its
weaknesses?**

“touchpoints” is a much used buzzword but how many of us in the research industry actually use these to their full potential? for example, you have a kick off with a client, talk objectives, then the next time you chat it's the debrief and all of the lovely thinking (insights and/or so-whats? for want of a better term) is dumped onto the client, whilst the objectives have changed wildly since the project's inception.

why do we do this to ourselves? or indeed our clients?



we recently worked with a client on the launch of a new asthma/COPD product and from the start, we refused to speak at only the beginning and the end of the project. impromptu conversations every few days or so led to other reports being sent to us, and input from other team members, that led to greater context, that led to an impactful report, that led to another 'so what?' session, that led to a comms workshop, that...

you get the picture.

spacing can be used in research too. instead of one 60-minute interview, chop it up into 3 x 20-minute interviews and let the respondent think in the interim. what you get back will be way more considered than the top of mind stuff you'll get in a single interview.

get in touch with sofia fionda
(sofia.fionda@boxeegroup.com) to talk more about spacing—in short bursts, obvs.

we love a good bit of thinking.



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**SAY NO
TO BLAND.
COME WORK
WITH US.**