

present

# Dr. Elizabeth Loftus

## The Memory Factory

Thursday, September 8<sup>th</sup> from 5-6pm  
in LSC Theatre at Colorado State University



Psychologists of all Time!



For several decades, I have been **manufacturing memories** in unsuspecting minds. Sometimes this involves changing details of events that someone actually experienced. Other times it involves planting entire memories of events that never happened – “rich false memories.” People can be led to believe that they did things that would have been rather implausible. They can be led to falsely believe that they had experiences that would have been emotional or traumatic had they actually happened. **False memories**, like true ones, also have consequences for people, affecting later thoughts, intentions, and behaviors. Can we tell true memories from false ones? In several studies, I created false memories in the minds of people, and then compared them to true memories. Once planted, the false memories look very much like true memories – in terms of behavioral characteristics, emotionality and neural signatures. If false memories can be so readily planted in the mind, do we need to think about “regulating” this mind technology? And what do these pseudomemories say about the nature of memory itself?