Can people learn the memorability of images, with feedback-based training?

**Methods**

- **View memorable or forgettable image**
- **Guess the category**
- **Receive correct answer**
- **x 180 trials**

- **Prolifer online study**, 100 participants per experiment
- **Experiment 1:** face images, 10k US Adult Faces Database
- **Experiment 2:** scene images, SUN Database
- **Asked participants’ strategies following the task**

**Do participants learn memorability?**

**Which images are guessed correctly?**

**Faces: 1st half of trials**

- **Scenes: all trials**

**Which participants learn the best?**

**Significant increase in accuracy in participants who used the following strategies:**

- **Faces:** “Distinguishing facial features” (p = 0.048)
- **Scenes:** “Central objects/ places” (p = 0.002)
- “Incorporating feedback” (p = 0.032)
- “Color” (p = 0.017)

**Conclusions**

- **Participant guesses are correlated with true memorability**
- **The more memorable or forgettable a face image, the more obvious its memorability**
- **Participants with certain strategies learn better (e.g., focusing on central object/ feature)**
- **Results suggest intrinsic differences of faces and scenes**

**References:**

3. IEEE PAMI.
4. IEEE CVPR.