

Aristotle's
4 LAWS OF MENTAL ASSOCIATION
(384 - 322, B.C.)

The **LAW OF SIMILARITY** ~ this LAW holds that ideas or experiences that are ALIKE, *i.e.*, SIMILAR TO ONE ANOTHER, are more easily remembered, *e.g.*, the WAIS IQ Test “similarities” subtest and the \$100,000 Pyramid TV game show contestant tasks.

The **LAW OF CONTRAST** ~ this LAW holds that ideas or experiences that are OPPOSITES, *i.e.*, THAT STAND IN CONTRAST TO ONE ANOTHER, are more easily remembered, *e.g.*, the contestant tasks on the old *Password* TV show and the way we deal with abstractions such as justice, goodness, *etc.*

The **LAW OF FREQUENCY** ~ this LAW holds that the more frequently we encounter an idea or experience the greater is the likelihood that we will remember it. This can apply to both cognitive and motor behaviors, ...“Repetition breeds familiarity,” & “Practice can make Perfect.”

The **LAW OF CONTIGUITY** ~ this LAW holds that ideas or experiences that OCCUR CLOSE TOGETHER IN TIME tend to become “linked” to one another, experiencing one brings up the memory of the other. *This is the law that is used to explain what happens in Classical Conditioning.*