

**Chunking** - organizing information into meaningful units.

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1. Chunking is important because it allows us to get more information in short term memory (STM) at one time. STM is limited (5-9 chunks at a time).
2. Chunks are also important because they
3. Aspects of chunks:
  - a. Based on pieces of info from outside world (e.g. first and last letter)
  - b. Based on LTM (what we already know)
  - c. Chunks are more often based around a question than an answer.