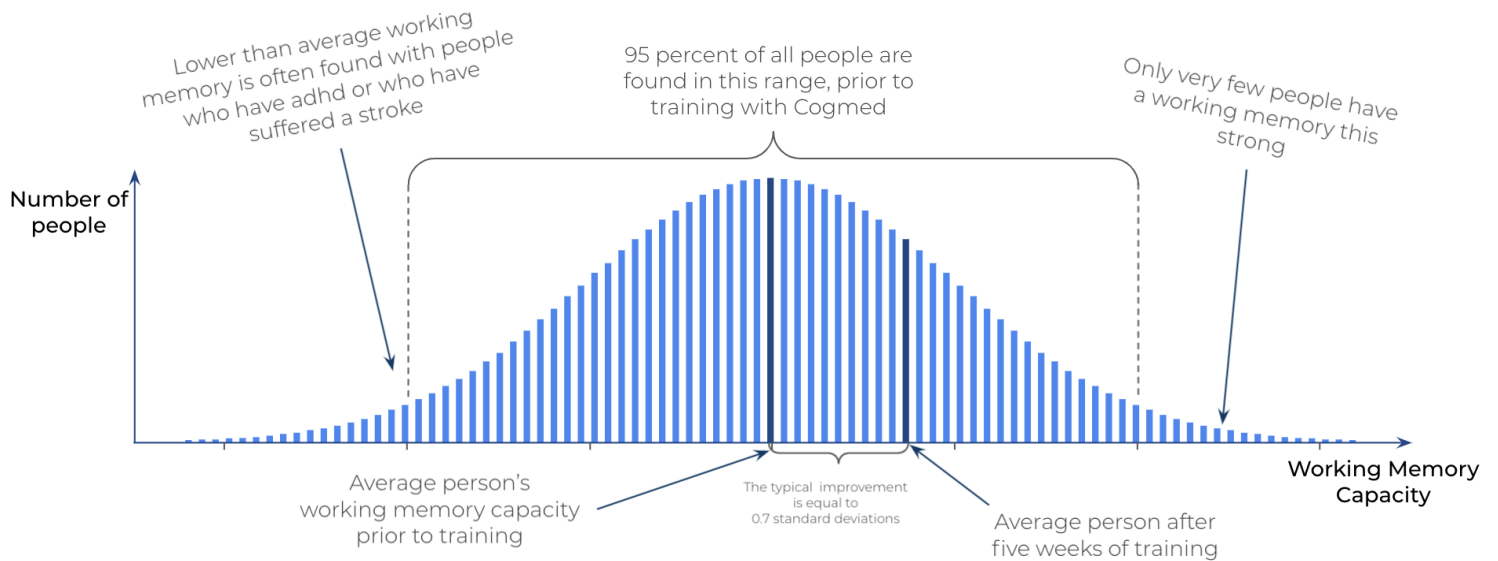


# Grow your working memory by two inches



When someone considers taking on the Cogmed programme, spending the time and effort required, they often wonder what to expect – *how much* will my attention improve? This is an important question, and like all medical and therapeutic treatments, the short answer is “it depends”. But that answer is not very helpful on its own, so here is a longer and more nuanced answer.

Cogmed is primarily affecting your **working memory**, which means this is the first aspect where a change will take place. Based on several large scale research studies over the last decades, it has been shown that five weeks of training with Cogmed typically leads to an improved working memory capacity by **0.7 standard deviations**<sup>1</sup>. Most of us do not have an intuitive understanding of what to make of that number, so let's compare that to height:

The average height of an 18 year old male is 178.4 centimeters (5ft 10in) and of a female is 164.7 (5ft 5in)<sup>2</sup>. Increasing those heights by 0.7 standard deviations is equivalent to getting 5.32 and 4.97 centimeters taller (2.1 and 2.0 inches) respectively.

Five centimeters might not sound like a lot, but imagine someone trying hard to make it onto a basketball team. For them, height might be one of the critical factors, holding their performance back. If that is the case, increasing it by 0.7 standard deviations can be the difference between making the team or not.

The same is true for working memory. There are many situations where **the ability to stay focused is one of the most important factors holding back performance**, such as for a third grader working on their reading fluency, or a student cramming for final exams. In these cases, and many others, two extra inches of working memory may be the difference between failure and success.

<sup>1</sup> Median value from five scientific studies evaluating the efficacy of Cogmed on symptoms of adhd. Detailed references and comments found here: [https://download.cogmed.com/claims\\_and\\_evidence](https://download.cogmed.com/claims_and_evidence) (see page 3)

<sup>2</sup> A weighted average of people from 20 nations on three continents, read more at <https://ourworldindata.org/human-height>