

# This Is Your Memory on Love

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## *Scientific American:*

The approach to Valentine's Day is a reminder that we humans are so intrigued by the idea of love that we have made it into something to celebrate in its own right. Love is something amazing. Love is something special. But what are the implications of love for our memories?

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If brains are generally better at making memories when they are in love, do these memories last untainted forever and ever? Of course not.

Memories are *never* perfect, and they can even be entirely fictitious. Research on so-called false memories has shown that memory distortions can exist for highly emotional memories, including for positive events. For example in a study from 2008 by Stephen Porter and colleagues 41.7% of participants created false memories of positive and funny events, falsely believing that they witnessed things portrayed by the Canadian media that never actually happened.

Read the whole story: [Scientific American](#)