Table 2. Principles of episodic recall along with potential applications.

	Principle	Application
Enhancing the encoding process	**Attention during encoding** influences the probability of later recall of encoded information.	Call for participant's attention during sampling (see *eMotion*); support user-initiated sampling (Slamecka and Graf 1978)
	Affective intensity effect: Memories associated with emotional arousal are better remembered than those that are affectively neutral.	Sense & sample emotionally charged moments, for instance through GSR (Healey and Picard 1998), or audio detection of user's laughter (Lockerd and Mueller 2002)
	Distinctiveness effect: Unusual information is generally recalled better than common information.	Detect atypical events, for instance in location (Liao et al. 2007) or visual data (Aizawa, Ishijima, and Shiina 2001).
Guiding the recall process	**Primacy and recency effects:** people can better recall episodes that lie first or last in a series. These may then be leveraged through te recalled	Start from first episode and proceed in forward temporal order (see *iScale*), or recent episode and proceed in backward temporal order (von Wilamowitz Moellendorff, Hassenzahl, and Platz 2006)
	Temporal context: each recalled detail from episodic memory may further cue the recall of other temporally aligned details.	Augment each event with events happening before and after (see *Trajectory reminders and the Day Reconstruction Method*)
	Mood congruent recall: Memories agreeing in affective valence with one's mood are retrieved better than memories of different valence	Probe with questions that help the participant in achieving a state of evocation (Light 2006)
	Context congruent recall: Improved recall of episodic information when the environmental context present at encoding and retrieval is same.	Present contextual cues that were present during encoding (e.g. music one was listening to during the event (Hailpern et al. 2011))
	Varied and repeated retrieval: richer retrieval when using various cues to activate multiple representations of a given event in memory, or following repeated retrieval attempts.	Support flexible navigation among memory cues; support quick annotation of memory cues (see *iScale* and *Footprint Tracker*)
Providing external memory cues during recall	**Visual cues** are rich in information, are configural (i.e. objects are represented in relation to each other), and can cue memory traces of *persons, objects*, *places* and *actions.* In particular, ones that maintain one's field perspective (e.g. Sensecam) are particularly effective for recent episodic memories.	Capture from a person's field-perspective (Conway 2009); capture users' facial expressions (see Emosnaps)
	Location cues mediate memory through enabling inferences from established patterns of behaviour rather than true recollection.	Augment location cues with visual cues; Provide temporal context to location encounters (see *Trajectory reminders*)
	Temporal cues: Episodic information is represented temporally through hierarchical organised schemes such as day-of-the-week and time-of-the-day.	Organize time semantically, e.g. splitting days in morning, afternoon, evening and weeks in weekdays and weekends (see Day Reconstruction Method).
	Domain-specific cues: they work best when tap to the who, what, where and when of events to recall.	Capturing clicks, events and page views in a web browsing (Russell and Oren 2009); contextual information such as the music one was listening to during the event (Hailpern et al. 2011); social interactions such as face to face (Lamming and Flynn 1994), or ones mediated through mobile phone (see Footprint tracker).