



How can you forget Taylor Swift making the “whole world shimmer?”
Post-Concert Amnesia (with Taylor Swift lyric Easter Eggs)
By Marjorie Hansen



(Source: <https://www.architecturaldigest.com/story/inside-taylor-swifts-homes-through-every-era>)

“At teatime everybody agrees” that TAYLOR SWIFT’s ERAS Tour made the “whole world SHIMMER.” Two possible exceptions are the parents bankrolling their kids’ tickets. They might see the tour as a “cruel summer” instead. The second exception might be TICKETMASTER. SWIFTIES fought the so-called “Great War” trying to buy tickets from a crashing Ticketmaster. The FIASCO ended up with congressional hearings and furious fans. The Eras Tour is boosting the world economy. The US leg alone of the tour will probably generate \$5 billion in consumer spending on tickets, MERCH, outfits, travel, and food.

Spell: SHIMMER FIASCO ERAS
Whose tour are we talking about? (full name) TAYLOR SWIFT
Fans of Taylor Swift are called what? SWIFTIES
Swifties fought the so-called what trying to buy tickets? GREAT WAR
The Eras Tour is boosting the world _____. ECONOMY
One of the two groups that might disagree that Taylor makes the whole world shimmer is _____. PARENTS, TICKETMASTER

Concertgoers spent money on _____. TICKETS, MERCH, OUTFITS, TRAVEL, FOOD

The Ticketmaster fiasco ended up with _____. CONGRESSIONAL HEARING, FURIOUS FANS

The US leg alone of the tour will probably generate how much in consumer spending? 5 BILLION

The lyrics "Hi I'm the problem, it's me. At teatime, everybody agrees" comes from what song? ANTI-HERO

VAKTivity: Taylor Swift *Cruel Summer* (3 min.)

<https://www.youtube.com/watch?v=ic8j13piAhQ>

Taylor Swift - Anti-Hero (3.23 min.) (swear word)

<https://www.youtube.com/watch?v=XqN2qFvY64U>

What else shimmers?

Pre-concert, fans are making friendship BRACELETS to exchange, planning their costumes, trying to avoid spoilers and praying for Taylor to perform specific surprise songs. After the show Swifties claim, "It was the best night, never would forget how we moved." But a weird PHENOMENON (event, occurrence) popped up on a REDDIT thread -- something called Post-Concert AMNESIA. Nicole Booz was quoted in a newspaper article as saying that the Eras concert felt like "an out-of-body experience, as though it didn't really happen to me," but she adds. "Yet I know it did, because my bank account took a \$950 hit to cover the ticket."¹ This is odd, right? We hear about people blacking out bad memories but don't usually hear about the same thing happening in a good situation. Post-concert amnesia could be CHARACTERIZED as "You took me home, but you just couldn't keep me." Many concertgoers "woke up to find that summer gone."

Spell: CHARACTERIZED PHENOMENON REDDIT

At the concert, people exchange friendship _____. BRACELETS

How much did Nicole pay for her ticket? \$950

Something called Post-Concert _____ popped up on a Reddit thread. AMNESIA

Fans are praying for Taylor to perform _____. SPECIFIC SONGS, SURPRISE SONGS

Besides making bracelets and hoping for songs, fans are also _____. PLANNING COSTUMES/OUTFITS, AVOIDING SPOILERS

¹<https://time.com/6282468/taylor-swift-concert-memory/>

Another word for phenomenon is _____. EVENT, OCCURRENCE, INCIDENT

What is the name of Taylor's first album? TAYLOR SWIFT

VAKTivity: Taylor Swift - *Tim McGraw* (3.51 min.)

<https://www.youtube.com/watch?v=GkD20ajVxnY>

What would you spend \$950 on?

So, what happened? Two theories PURPORT (claim, appear) to explain this phenomena. Maybe the concertgoers were too excited to remember the concert events "all too well" because their AROUSAL level was comparable to being in fight-or-flight mode. Amnesia can happen anytime someone is in a highly emotional state says Ewan McNay, a PSYCHOLOGY associate professor. McNay explains that "As the body's stress levels increase—in response to exciting or distressing factors—the neurons associated with memory start firing INDISCRIMINATELY (or randomly). That makes it 'really hard' to form new memories... If you're slightly on edge, with a little bit of excitement, you'll actually remember better... But too much excitement pushes you over the edge in terms of memory formation, and you're unable to make memories."² Was the "screaming color" concert too exciting? Or perhaps Swifties' attention was TUNNELED, meaning that their focus was sharpened and hyper-focused on Taylor during the concert and they didn't take in PERIPHERAL (fringe, surrounding) information. Were the fans "too in love to think straight?" Sometimes tunneling can happen when a weapon is pointed at a person. Could the star power of Taylor have left the fans "happy, free, confused, and lonely?"

Spell: PURPORT INDISCRIMINATELY EXCITING

A high arousal level can cause one to be in what mode? FIGHT OR FLIGHT

The word used in the text meaning fringe or surrounding is _____. PERIPHERAL

When our attention is tunneled, our focus is _____. SHARPENED, HYPER FOCUSED

Taylor's star power could have left her fans _____. HAPPY, FREE, CONFUSED, LONELY

Who do most fans believe the song Dear John is written about? JOHN MAYER

VAKTivity: Taylor Swift - All Too Well (Taylor's Version) (5.3 min)

² <https://time.com/6282468/taylor-swift-concert-memory/>

<https://www.youtube.com/watch?v=9OQBDdNHmXo>

Taylor Swift - Out Of The Woods (4.16 min)

<https://www.youtube.com/watch?v=JLf9q36UsBk>

What is something that makes you happy?



(Source: <https://news.harvard.edu/gazette/story/2023/08/so-what-exactly-makes-taylor-swift-so-great/>)

Robert KRAFT who is a professor of COGNITIVE psychology disagrees with the theory of post-concert amnesia. Attending a Taylor Swift concert isn't comparable to being pursued by an APEX (top) predator; thus the concert doesn't trigger a fight or flight response. Kraft says that forgetting isn't a sign of a deficient memory because we're not designed to remember everything. Not remembering an event can actually mean that someone was enjoying themselves and living in the moment. Maybe it should be enough that "there's glitter on the floor after the party" even if we don't remember the whole thing.

Spell: COGNITIVE APEX TRIGGER
Professor _____ disagrees with the theory of post-concert amnesia?
KRAFT
Kraft is a professor of cognitive _____. PSYCHOLOGY

Maybe it should be enough that "there's ___ on the floor after the party."

GLITTER

Not remembering an event can mean what? SOMEONE WAS ENJOYING THEMSELVES, LIVING IN THE MOMENT

What is Taylor's lucky number? 13

What is extreme superstition with the number 13 called?

TRISKAIDEKAPHOBIA

VAKTivity: New Year's Day (3.55 min.)

<https://www.youtube.com/watch?v=KkvTYrFlxNM>

What kind of parties do you like?

Does the phenomenon of post-concert amnesia actually exist? Daniel KAHNEMAN, the founder of behavior economics and Nobel LAUREATE, says people often confuse the difference between experience and memory. He says that people have two selves. "...an EXPERIENCING self, who lives in the present and knows the present, [this experiencing self] is capable of re-living the past, but basically it has only the present... [then] there is a REMEMBERING self... [who] keeps score, and maintains the story of our life." The remembering self decides how we're feeling. It's a storyteller. In fact, our remembering self makes our decisions for us. We don't choose between experiences -- our remembering self chooses between memories of experiences. Within the context of this understanding, the future is ANTICIPATED memories.³

Spell: EXIST ANTICIPATED LAUREATE

Which self has only the present? EXPERIENCING

The founder of behavior economics is ___ (full name). DANIEL KAHNEMAN

The remembering self keeps ____. SCORE

Kahneman says that people often confuse what? DIFFERENCE BETWEEN EXPERIENCE AND MEMORY, EXPERIENCE AND MEMORY

Tell me something else about the remembering self. MAINTAINS OUR STORY, STORYTELLER, DECISION MAKER, DECIDES HOW WE'RE FEELING

What's the name of the musician who rudely interrupted Taylor at the MTV's Video Music Awards in 2009. KANYE WEST

³ https://www.ted.com/talks/daniel_kahneman_the_riddle_of_experience_vs_memory/transcript?language=en

VAKTivity: The riddle of experience vs. memory Daniel Kahneman (19.50 min.)https://www.ted.com/talks/daniel_kahneman_the_riddle_of_experience_vs_memory?language=en

What do you think of Kahneman's theory of two selves?

This can be confusing. People often think of a memory as encompassing an entire experience, but memory isn't a recorder, it takes snapshots. Memory can be defined as "information RETENTION over time" And to understand memory it's helpful to understand the concept of the psychological present. The psychological present is only about three seconds long. Most of those three second moments are ignored by the remembering self. To quote the songstress herself, "we are never, never getting back together" with most of the moments in our lives. But we do pay attention to memorable moments, and we usually pay attention to the end of an event because how something ends is really important. There are roughly 600 million 3 second moments in a life; about 864,000 3 second moments in a month; and 3,600 3 second moments in a 3-hour Taylor Swift concert. There are simply too many moments to remember ACCURATELY.

Spell: QUOTE RETENTION SNAPSHOTS

Memory isn't a _____. RECORDER

The psychological ____ is only about three seconds long. PRESENT

There are simply too many moments to remember _____. ACCURATELY

From the text, we pay attention to _____. MEMORABLE MOMENTS, HOW SOMETHING ENDS

People often think of a memory as encompassing an _____. ENTIRE EXPERIENCE, EXPERIENCE

We get the number 864,000 3 second moments in a month by taking 30 days X 24 hr/day X 60 min/hour X 60sec/min = which gives us the number 2,592,000 which we divide by 3. How many 3 second moments are in 4 hours?

4 hours X 60 min/hour X 60 sec/min = 14,400 / 3 = 4,800 3 SECOND MOMENTS

or 4 X 60 X 60 = 14,400 / 3 = 4,800

How many 3 second moments are in a year?

365 X 24 X 60 X 60 = 31,536,000 / 3 = 10,512,000

The song "We are never getting back together" is said to be about whom? JAKE GYLLENHAAL

VAKTivity: Taylor Swift - We Are Never Ever Getting Back Together (3.35 min) <https://www.youtube.com/watch?v=WA4iX5D9Z64>

What do you think of the phrase “Memory isn’t a recorder?”

Most neurotypicals have incomplete memory of events. How does memory work for you?



(Source: <https://www.cnn.com/2022/12/09/entertainment/taylor-swift-directing-director-script-hollywood-movie/index.html>)

The remembering self and the experiencing self sees, experiences, and handles time DIFFERENTLY. For example, during a two-week VACATION, the experiencing self thinks that a two-week vacation is better than a one-week one. But the remembering self doesn't think the additional week is better if we don't add new memories. Because the additional week doesn't change the story. Time has little IMPACT on the story. Even if time moves fast, sometimes your remembering self can't play it back.

Spell: HANDLES IMPACT VACATION

The remembering self and the experiencing self sees, experiences, and handles time _____. DIFFERENTLY

The remembering self doesn't think the additional week is better if we don't add new _____. MEMORIES

The experiencing self thinks what kind of vacation is better? TWO WEEK, LONGER ONE

In 2019, Swift surpassed Michael Jackson's record to become the most awarded artist at the what? AMERICAN MUSIC AWARDS

How do you experience the movement of time? Is it steady, or does it move faster or slower when you are emotional?

Why would your experiencing self think a three-hour Taylor Swift concert is better than a one hour one?



(Source: <https://www.today.com/popculture/music/taylor-swift-speak-now-taylors-version-coming-july-rcna83168>)

Swifties' memories of the Eras concert will reflect their being there, but their memories of the concert can have varying levels of RELIABILITY when compared to their actual experiences. Memories are created when our brains convert a select amount of information into more permanent form. When a memory is ENCODED, details of an experience are converted into a form that can be stored in the brain. Information is preserved in the second stage called RETENTION, or storage. Although we are unsure how the storage process works, it is thought that brain NEURONS (nerve cells) that are connected to each other by SYNAPSES are strengthened. Synapses are structures that allow neurons to exchange chemical or electrical signals. After the memory is stored, we are able to retrieve or recall the memory. Our memories are incomplete and fade. In Taylor's own words, "[you] forgot that [it] existed."

Spell: RETENTION

SYNAPSES

NEURONS

Memories are created when our brains convert a select amount of information into more ___ form. PERMANENT

When details of an experience are converted into a form that can be stored in the brain it is ____. ENCODED

Brain neurons are ____. NERVE CELLS

Synapses are structures that allow neurons to exchange what signals? CHEMICAL, ELECTRICAL

The second stage of memory creation is called ____. RETENTION, STORAGE

How many cats does Taylor Swift have? 3 (OLIVIA, MEREDITH, BENJAMIN)

VAKTivity: Taylor Swift - I Forgot That You Existed (2.51 min.)

<https://www.youtube.com/watch?v=p1cEvNn88jM>



(Source: <https://www.independent.co.uk/topic/taylor-swift>)

ULTIMATELY, despite fans vowing to remember the concert "all too well," forgetting some of what happened at the concert doesn't mean that they were "too in love to think straight." Rather that's how memory works. And if that's disappointing, well, they just need to "shake it off."

Spell: ULTIMATELY VOWING

Forgetting some of what happened at the concert doesn't mean that fans were "too in love to think ____." STRAIGHT

Taylor Swift won a grammy for Best Music Video for the short film All Too Well (10 minute version). She won this award once prior in her career for which video? BAD BLOOD

VAKTivity: Read this to your Speller <https://www.billboard.com/lists/taylor-swifts-eras-tour-best-moments-review/>

What do you think of Taylor Swift?

What do you think of Swifties?

What is one of your favorite memories?

What can I do to help you enjoy going to a concert?

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Resources:

<https://www.boston25news.com/news/local/fan-says-shes-suffering-post-concert-amnesia-after-seeing-taylor-swift-gillette-stadium/K6YOXC2ANJCBPJT7EW5ZEJN7G4/>

<https://time.com/6282468/taylor-swift-concert-memory/>

https://www.reddit.com/r/TaylorSwift/comments/13en74u/concert_amnesia/

<https://www.psychologytoday.com/us/blog/defining-memories/202305/post-concert-amnesia-is-not-amnesia>

https://www.ted.com/talks/daniel_kahneman_the_riddle_of_experience_vs_memory/transcript?language=en

<https://www.psychologytoday.com/us/basics/memory/how-memory-works>

https://www.researchgate.net/publication/223959938_The_Psychological_Present

<https://camoinassociates.com/resources/understanding-the-economic-impact-of-the-eras-tour/>