

IA Potential Studies

1. **Imagery vs rehearsal**: participants recall more words from a (20) word list when they use an imagery method (forming a vivid mental image and linking each item to the last in a dynamic fashion) than if they use either rehearsal (repeat each item until you hear the next) or no particular method (no prior instruction). Bower (1967); Paivio (1971)
2. **Loftus and Palmer** (1974); Loftus and Zanni (1975). Participants asked how fast cars were going when they 'smashed' into each other, after viewing a car accident, report greater speeds than do participants asked the speed when they 'hit' each other. <http://www.simplypsychology.org/loftus-palmer.html>
3. **Stroop effect** (Dyer 1973)
4. **Visual search**: Time taken to find X's hidden in a four column list of similar shaped letters (Y, Z etc.) is longer than for lists with letters such as S, R, or P. (Neisser 1964) Alternatively: Participants will take longer to find 0 among letters if it is called zero than when it is called letter 'oh' and vice versa – Jonides & Gleitman (1972).
5. **Highlighting vs. writing**. The purpose of this study is to determine which rehearsal method; highlighting words or writing them down while you study them, increases the recollection of the words. (Find an article related to this topic)
6. **Social Facilitation Theory** - The idea is that people tend to perform better when in groups than when on their own. Subjects can be given tasks (e.g. word searches) either in groups or on their own to test this theory. Eg. Triplet (1898). Zajonc & Sales (1966)
7. **The Halo Effect**: The Strength of the Halo Effect in Physical Attractiveness Research (Lucker, Beane and Helmreich)
https://www.researchgate.net/publication/254346319_The_Strength_of_the_Halo_Effect_in_Physical_Attractiveness_Research
8. **Organized vs. random**: Shuell (1969) two groups of participants were presented with a list of words. For one group the words were in a random order, whereas for the other group they were arranged under categories. After looking at the list, participants were asked to recall as many words as they could remember. Participants who had the **organized lists** recalled significantly more words than participants who had random lists.
9. **Heuristics**: Tversky and Kahneman's (1973) 'availability' hypothesis. If people recall more items from one set than from another they assume (heuristically) that there actually were more in the former set. Demonstrate this by giving participants a set of names to remember containing 19 very famous males and 20 not so famous females. Since participants tend to recall more male names they tend to judge that more males were in the list.
10. **Anchoring bias** -Tversky and Kahneman. Someone's estimates of something will be greatly influenced by the way the question is structured. For example, people asked to estimate $1 \times 2 \times 3 \times 4 \times 5 \times 6 \times 7 \times 8 \times 9$ give lower estimates than those estimating $9 \times 8 \times 7 \times 6 \times 5 \times 4 \times 3 \times 2 \times 1$ because the earliest numbers affect perception of the answer. Similarly, if subjects are asked to guess the length of the river Vltava, their estimates will be influenced by a preceding question "is 2000 km (or 20,000km in the other condition) an over or underestimate of the length of

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the river Vltava". (Kahnemann and Tversky (1973) and Northcraft and Neale (1987)
<http://journal.sjdm.org/11/101124/jdm101124.pdf>

11. **For the smaller appetite:** Baddeley, Thomson & Buchanan (1975) Word Length and the Structure of Short-Term Memory. <https://msu.edu/course/psy/802/altmann/802/Ch6-2-BaddeleyEtAl75.pdf>
12. **The Lady Gaga Special:** Perham & Vizard (2010) Does background music impair memory?
<http://onlinelibrary.wiley.com/doi/10.1002/acp.1731/abstract>
13. **Mixed up and looking for the same:** Safren (1962) Associations, Sets and the Solution of Word Problems.
<http://psycnet.apa.org/journals/xge/64/1/40/>
14. **Schema Theory:** Anderson & Pitchert (1978)
15. **Familiarity and liking:** "Attitudinal Effects of Mere Exposure", Zajonc (1968)