

**EXP 3082 - Memory for High and Low Imagery Words**

Assignment for lab report for this experiment: Include the following sections in your report:  
Title page, Method, Results (include a bar graph), References

Review the Power Point file (on computers in lab) for additional presentation details to include in procedure. The additional information given below is provided to assist you in writing your own Method section but **should be written in your own words.**

Additional Experimental Information:

40 two-syllable nouns selected from the Paivio, Yuille, and Madigan (1968) norms that had high frequency values (all words occurred 50 times or more per 1 million words in the Thorndike-Lorge frequency counts)

The Paivio, Yuille, and Madigan norms include a score for imagery (I), which takes a value from 1 (low imagery) to 7 (high imagery)

20 Low Imagery words (I scores less than 3.9)

20 High Imagery words (I scores greater than 5.9)

The Paivio et al. list contained 20 words that met the criteria of high frequency and low imagery and 55 words that met the criteria of high frequency and high imagery. The Low Imagery list contained all 20 words that met the frequency and imagery criteria. The High Imagery list contained 20 words that were randomly selected from the 55 words that met the frequency and imagery criteria.

Word lists were presented using Power Point.

Words were presented in all capital letters in 36 point type

Word order was randomly determined

Each word appeared on the screen for 2 s.

List order was counterbalanced.

Sources for Words:

Paivio, A., Yuille, J. C., & Madigan, S. A. (1968). Concreteness, imagery, and meaningfulness values for 925 nouns. *Journal of Experimental Psychology*, 76, 1-25.

Thorndike, E. L., & Lorge, I. (1944). *The teacher's wordbook of 30,000 words*. NY: Teachers College, Bureau of Publications.