

**Experiment 2  
Assignment**

**Components to include in this paper:**

Title page, Method, Results (include a figure), Discussion, 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**.

Three lists of moderate-frequency, high-imagery, two-syllable words selected from the Paivio, Yuille, & Madigan (1968) norms. Each list contained 13 words.

Three Levels of Processing:

Shallow processing - indicating whether the word was printed in upper case or lower case letters.

Intermediate processing - writing a word that began with the same sounds as the word presented in the list.

Deep processing - rating the word on a 7-point scale based on the pleasantness of the meaning of the word.

Words were presented for 6 sec. Words were printed in 60 point font. Half of the words were presented in all capital letters; half were presented in lower case letters.

Subjects complete a filler task (18 two-digit arithmetic problems).

A recognition test was given for the last 10 words in each list.

**Counterbalancing included in preparing materials:** Every 3 pairs of words on the recognition test tested memory for one word from each of the 3 lists (the order of list source varied randomly within each triad of test pairs). Half of the words in each pair were in all caps and half were in lower case; half of the words were tested in the same case as they were presented during study. The "old" word appeared equally often on the left and the right side of the pair. Correct responses varied randomly from trial to trial with the constraint that there be no more than 3 "left old" or "right old" responses in a sequence.

**References:**

Craik, F. I. M., & Lockhart, R. S. (1972). Levels of processing: A framework for memory research. *Journal of Verbal Learning and Verbal Behavior*, 11, 671-684.

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