

**EXP 4057L - 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

**Stimulus Materials**

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 words for the Low Imagery list included words with I scores less than 3.9

20 words for the High Imagery list included words with 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.

**Procedure**

Word lists were presented using Power Point.

First screen described the task and instructed participants to prepare for a free recall test at the end of the list.

Pressing the space bar initiated list presentation of the first list.

Words were presented one at a time in the center of the screen

Words were presented in all capital letters in 44 point type

Word order was randomly determined

Each word appeared on the screen for 2 s.

A screen with instructions for free recall appeared after the last word was presented.

Free recall test was not timed. Participants were told to press the space bar when they had completed their written recall for the first list. Pressing the space bar advanced the slide to a screen of instructions for the second list of words.

Procedures for presenting the second list were identical to those for the first list.

List order was counterbalanced. Half of the participants studied the High Imagery list first; the remaining participants studied the Low Imagery list first.

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.