

IT351 – Human Computer Interaction

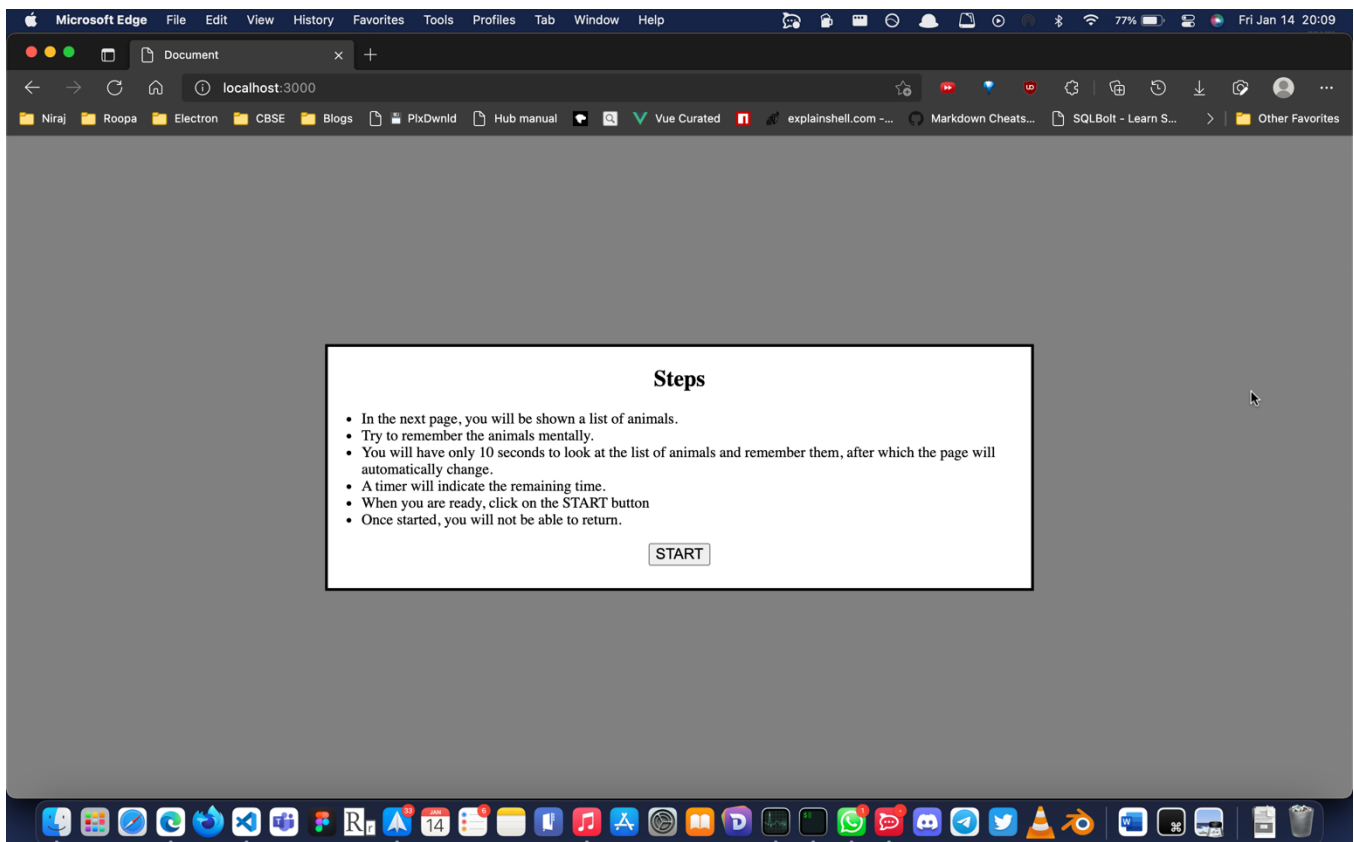
Assignment 3 – Serial Position Effect

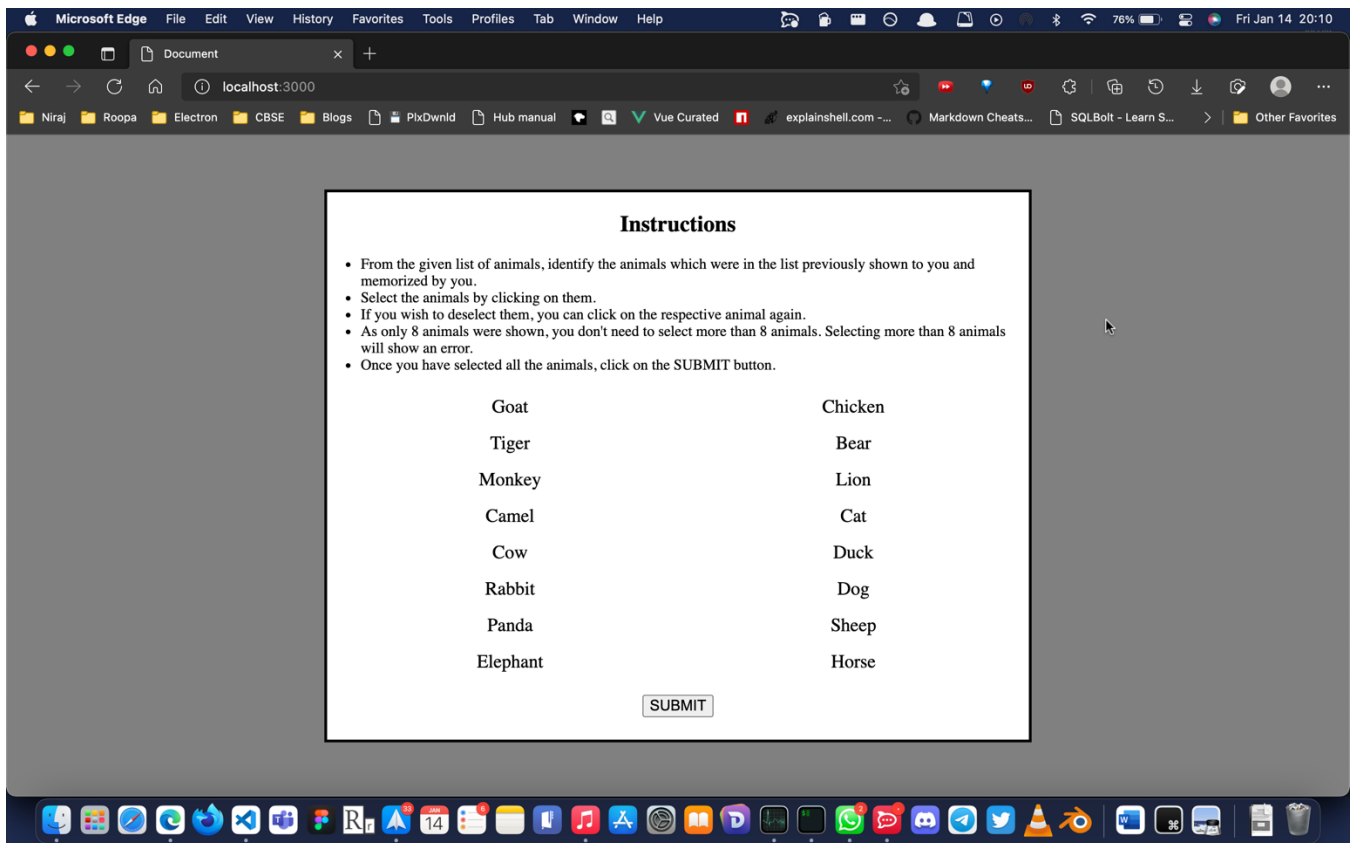
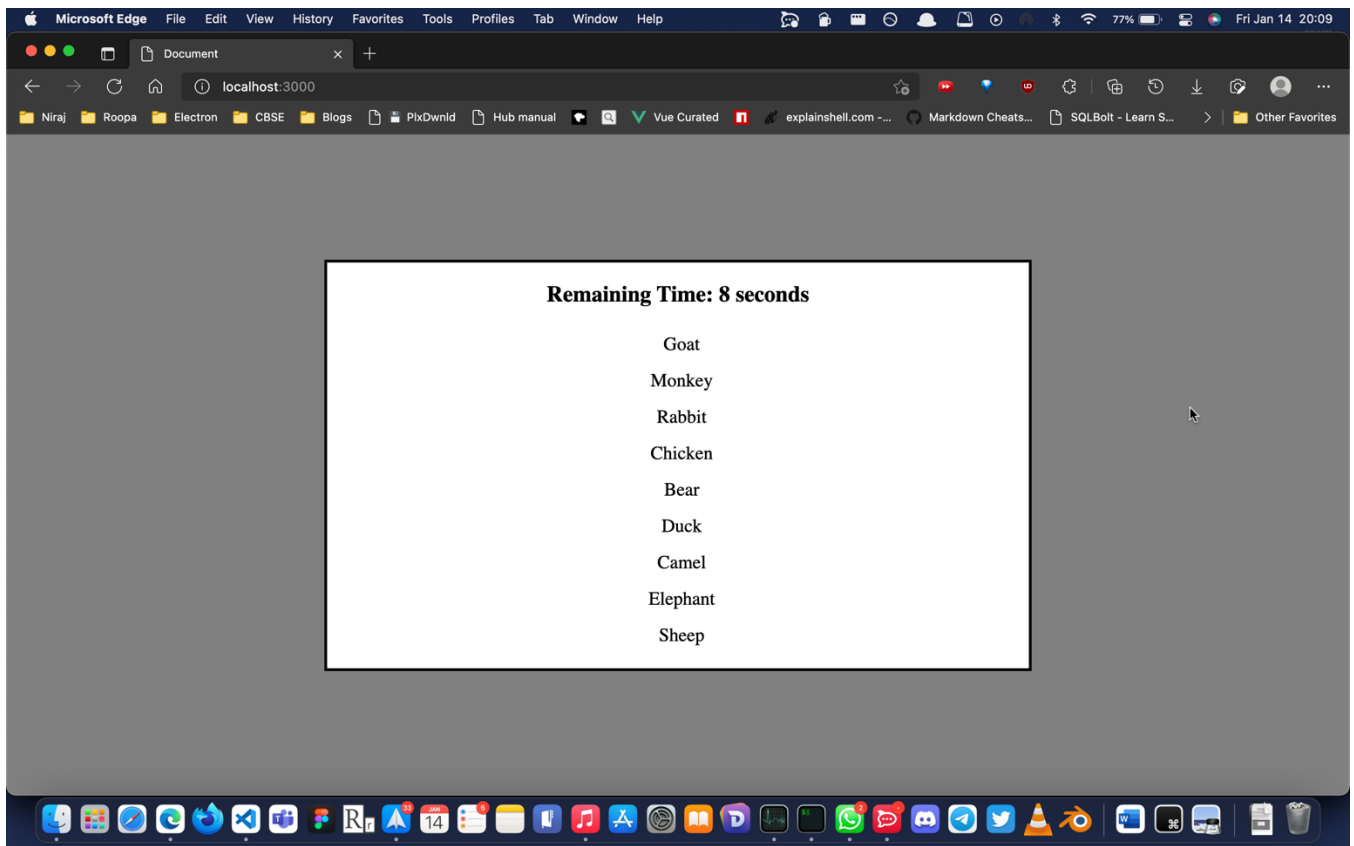
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Serial Position Effect states that the user tends to best remember the first and last items in a list as compared to the middle items.

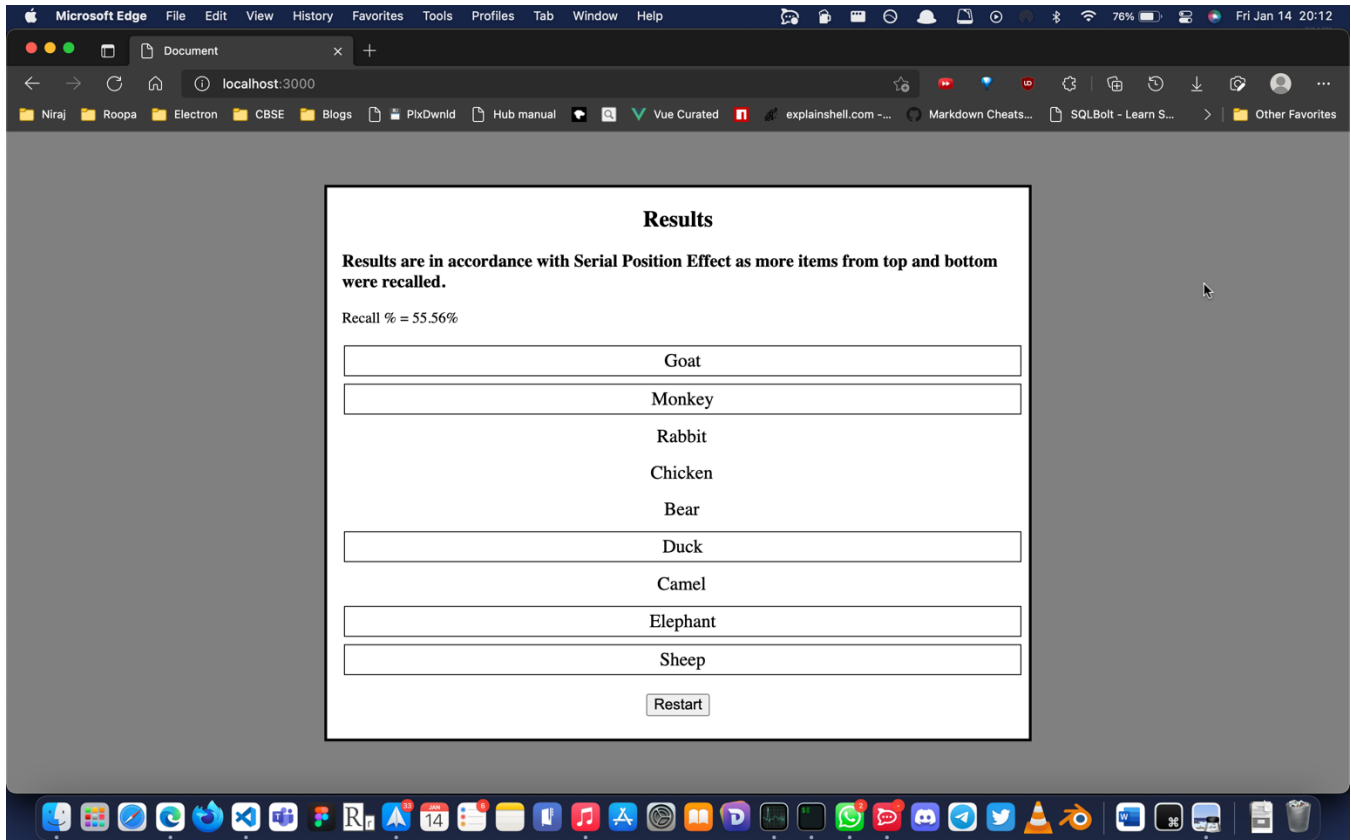
An interface was created to demonstrate this law. The user will be shown a random list of 9 animals and given 10 seconds to remember them. After 10 seconds, he is taken to another page which displays a list of 16 animals from which he has to recall the initial 9 animals he saw. The user cannot select more than 9 animals. Depending on the options the user has chosen, the respective recall accuracy and analysis is displayed. I performed this experiment on myself and my younger brother.





User 1 – Niraj Nandish (Me)

I was able to recall 55.56% of the animals correctly. The animals recalled by me was in accordance with the serial position effect as I remembered 2 animals from the top position and 2 from the bottom position.



The screenshot shows a web browser window with the address bar at localhost:3000. The page displays the results of a memory experiment. The title is "Results". The text states: "Results are in accordance with Serial Position Effect as more items from top and bottom were recalled." Below this, it shows "Recall % = 55.56%". A list of ten animals is presented, each in a separate input field: Goat, Monkey, Rabbit, Chicken, Bear, Duck, Camel, Elephant, and Sheep. The first two (Goat, Monkey) and the last two (Elephant, Sheep) are highlighted with a light blue background, indicating they were recalled. A "Restart" button is located at the bottom of the list.

Results

Results are in accordance with Serial Position Effect as more items from top and bottom were recalled.

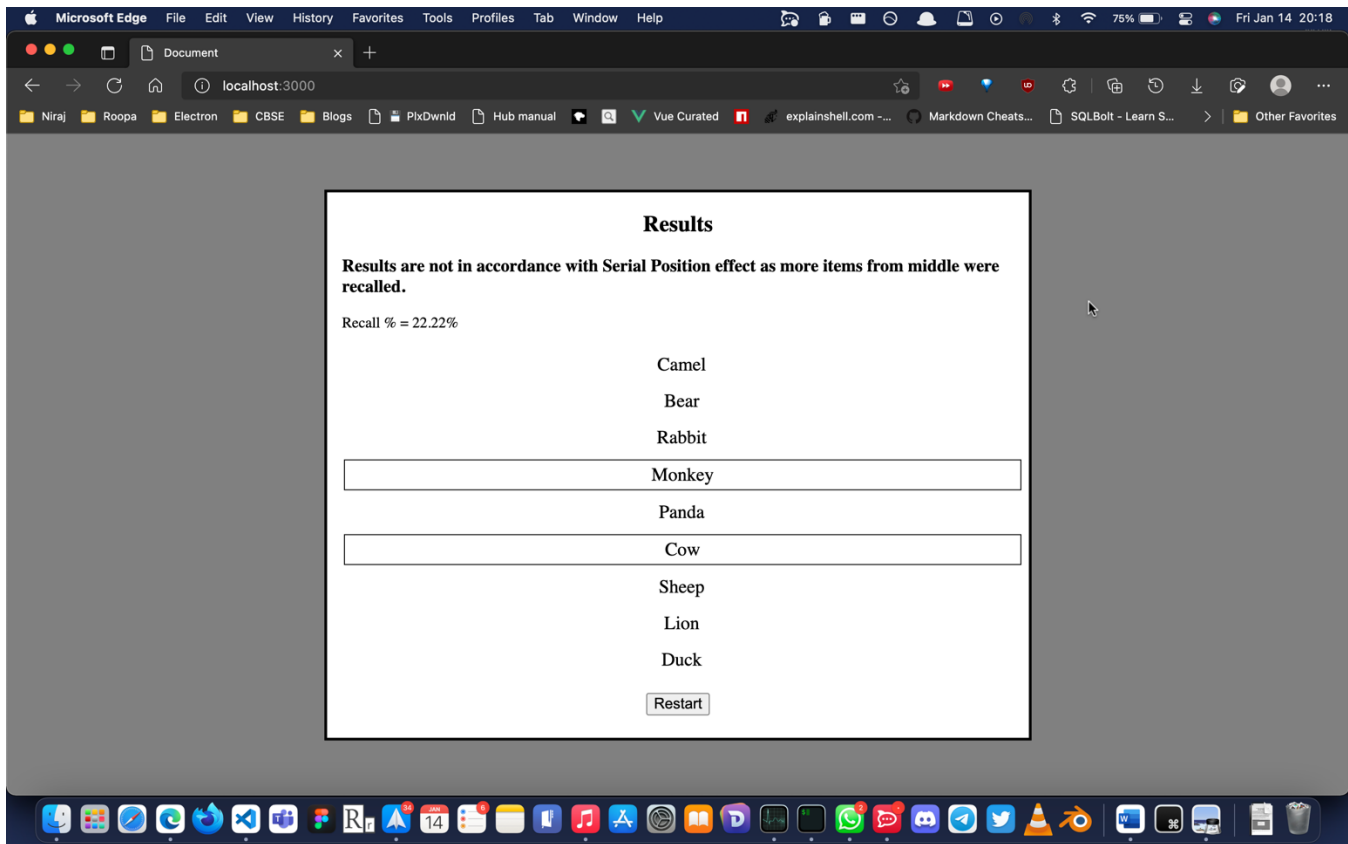
Recall % = 55.56%

Goat
Monkey
Rabbit
Chicken
Bear
Duck
Camel
Elephant
Sheep

Restart

User 2 – Nirup

In this case, Nirup was able to recall the animals with an accuracy of 22.22%. The animals recalled aren't in accordance with the serial position effect as more animals were recalled in the middle position.



Conclusion – Looking at the experiment results, we can see that majority of the users are in accordance with the serial position effect. The behavior varies from person to person as some people can recall all items while others will not be able to recall a single item. Also, if someone has a favorite animal, they are more likely to recall that animal.