NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA SURATHKAL

DEPARTMENT OF INFORMATION TECHNOLOGY

IT351 - Human-Computer Interaction

Lab Assignment -1: Serial Position Effect

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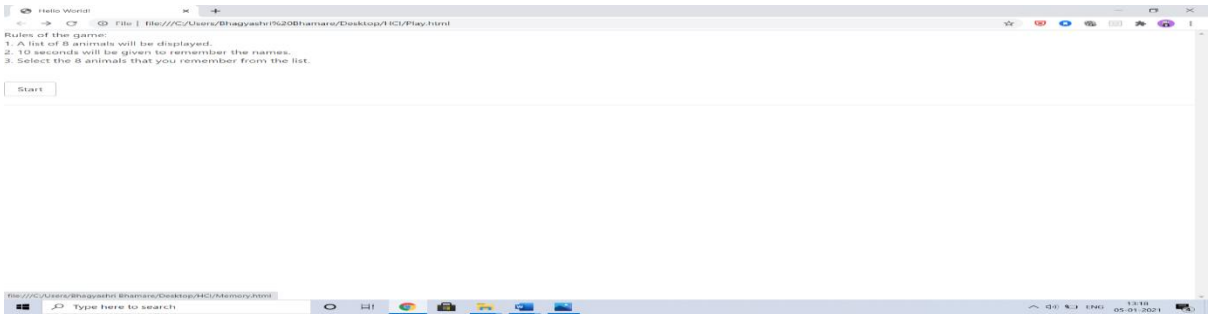
Serial-position effect is the tendency of a person to recall the first and last items in a series best, and the middle items worst. When asked to recall a list of items in any order people tend to begin recall with the end of the list, recalling those items best (the **recency effect**). Among earlier list items, the first few items are recalled more frequently than the middle items (the **primacy effect**)

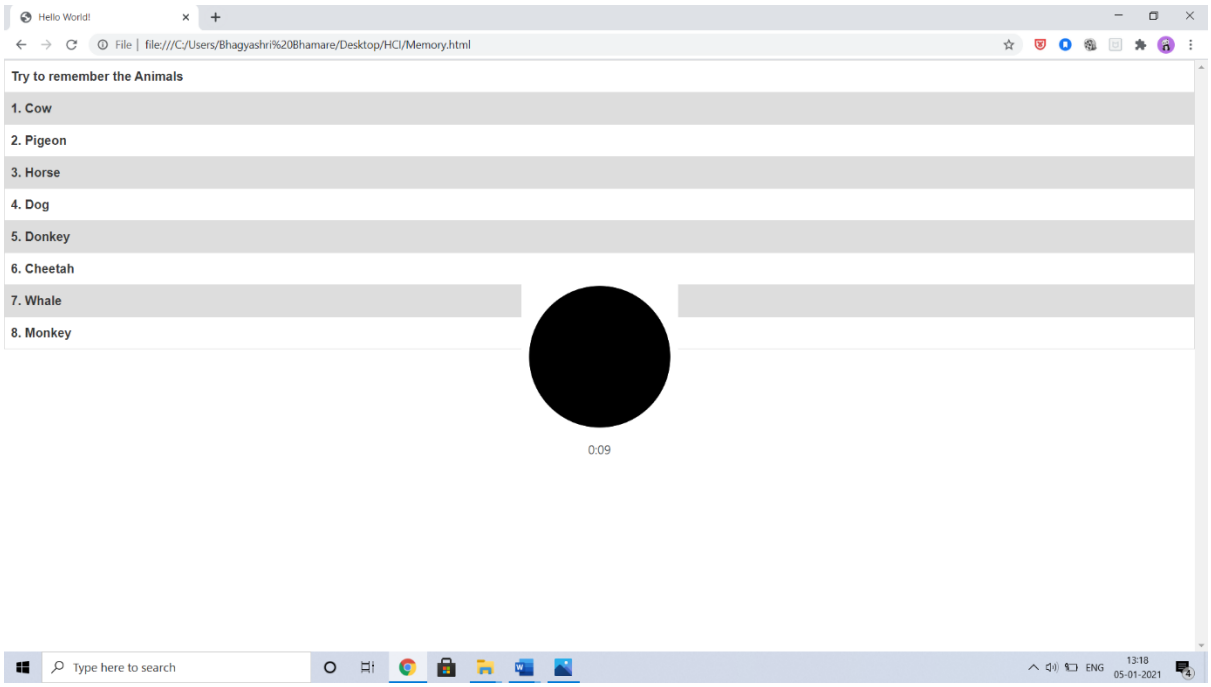
Serial Position Effect experiment-

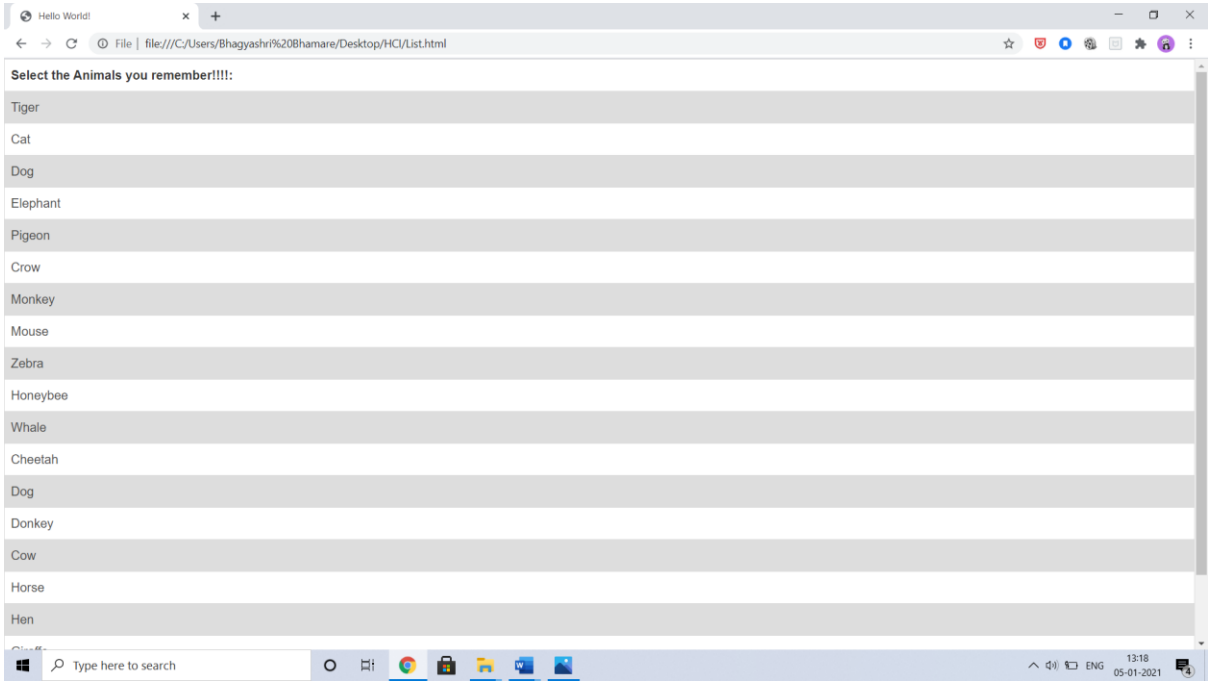
GUI to understand Serial-position effect

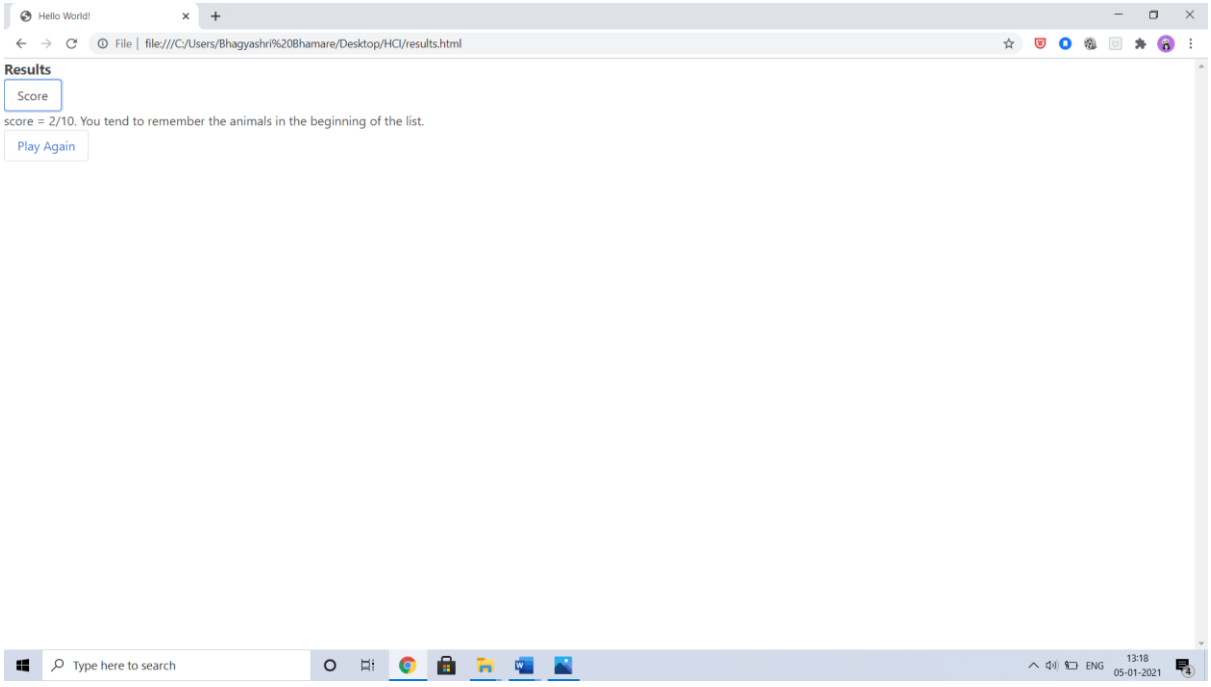
Read the list animals sequentially within a stipulated time. Then choose the items in the list freely. Record the recall frequencies of these animals.

Results-






Hello World!
File | file:///C:/Users/Bhagyashri%20Bhamare/Desktop/HCI/List.html
Select the Animals you remember!!!!:
Tiger
Cat
Dog
Elephant
Pigeon
Crow
Monkey
Mouse
Zebra
Honeybee
Whale
Cheetah
Dog
Donkey
Cow
Horse
Hen
Type here to search
ENG
13:18
05-01-2021


Hello World!
File | file:///C:/Users/Bhagyashri%20Bhamare/Desktop/HCI/results.html
Results
Score
score = 2/10. You tend to remember the animals in the beginning of the list.
Play Again
Type here to search
ENG
13:18
05-01-2021

Time given to each participant to go through the list - 10 seconds

List of aniamls to remember-

Cow, Pigeon, Horse, Dog, Donkey, Cheetah, Whale, Monkey

List of animals -

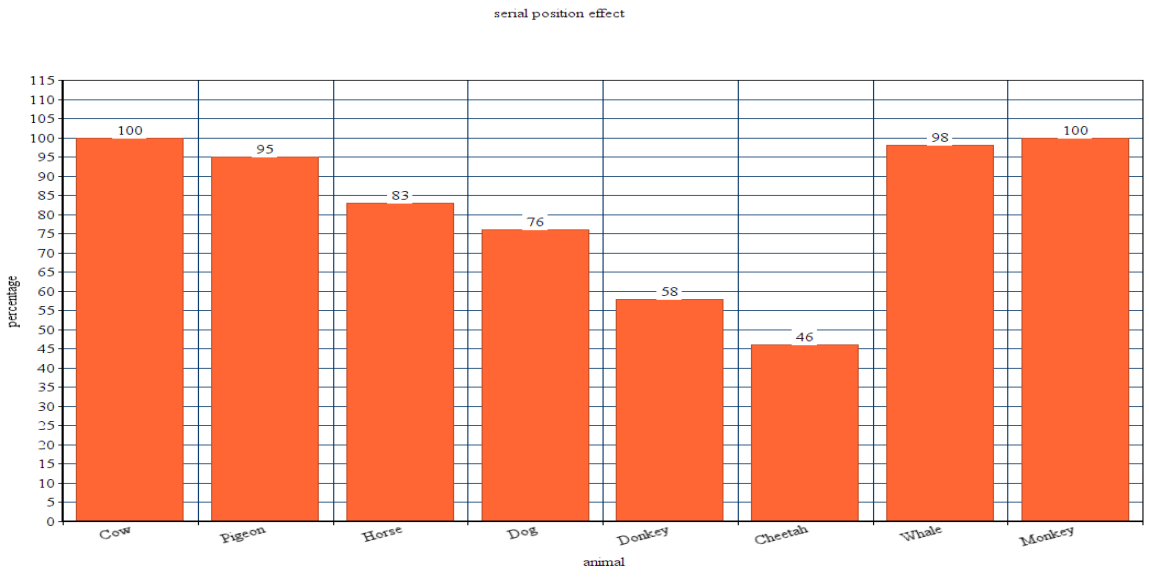
Tiger,Cat,Dog,Elephant,Pigeon,Crow,Monkey,Mouse,Zebra,Honeybee,Whale,Cheetah,Dog,Cow,Hors-e,Hen,Giraffe

ANALYSIS OF RESULTS:

Percentage of total time we got correct animal-

1. Cow -100%
2. Pigeon-95%
3. Horse-83%
4. Dog- 76%
5. Donkey-58%
6. Cheetah-46%
7. Whale-98%
8. Monkey-100%

For better understanding, the above information has been represented graphically :



Analysis-

1) The primary and recency effects do play a major role in recalling the animal names as we can clearly see that the animals in the first few and the last few positions have a high percentage of recall compared to the animals in the other positions.

2)Most of the people remember money.because of popularity

3)Due to personal bias Dog and Donkey are guessed correctly

4) On performing the experiment multiple times, it was observed that individuals tend to recall more animals from the list.

This experiment proves the Serial Position Effect.