

Experiment 3 Proposal:

Group 8

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Purpose: to test if participants recall more facts about a character through a set of visual images or text media.

(For this video, I (karishma) can draw things on my tablet to display these descriptive images)

- 10 Participants watch a short video of a series of detailed images about a character (with no captions) vs 10 participants tasked to read a passage about a character.
- **Hypothesis:** “Participants will recall more information about a character following a picture slide-show versus just reading about said character.”
 - 1st Condition :10 participants on Slide-show:
 - Cara, a 28 year old woman, lives in Paris, France. She loves to wear black skirts and white tops. She is an employee at Bayside Industries as a Data Analyst. Her job tasks consist of data entry, performing data analyses, and Data collection to improve sales in the company In her day-to-day life, she works Monday-Thursdays. Her work anniversary falls on December 20th She has been working at the company for 6 years now. After she clocks out at 6pm, Cara likes to indulge in her own hobbies. She likes to decompress by watching her favorite TV show on Netflix and reading. She has two dogs, one dalmatian, and one golden retriever. Sometimes, she goes out to the bars with her friends, Jack and Denice. Then, she’s back at home, ready for bed.

Questions: 16 questions + 5 buffer

1. What is the character’s name?
2. What color hair does she have?
3. What colors does she like to wear to work?
4. What kind of pets does she have?
5. How old is she?
6. What company does she work for?

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7. What is her job title?
8. How does she like decompressing after work?
9. How long has she been working for her company?
10. What time does she leave the office?
11. How many days does she work a week?
12. What day is her work anniversary?
13. What do her job tasks consist of?
14. Where does Cara live?
15. What coworkers does she like to go out with?
16. Where do her and her coworkers go out?

Buffer

1. What is $2+2$?
2. $12/3$?
3. $8+2$?
4. $16+5$?
5. $20-25$?

- 2nd Condition: 10 Participants reading a short paragraph: Same story, everything described in detail same as video just as text.
 - **Survey:** Participants (first condition group with video) will be prompted with a link to the video and asked to only play the video once. (We unfortunately cannot find a website program that offers survey timers for free). Participants in the second condition (short passage) will be shown the passage, then have to click next to proceed to the questions (to avoid them looking at the questions as they read or referring back to the passage)
 - **Avoiding fatigue effect:** show 10 participants the video and the other 10 the passage.

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- **Manipulation Check:** “What kind of media was presented to you?”
- **Buffer:** Easy calculation questions before answering major questions (5-7)
- **Post-test:** Participants will be prompted with a multiple choice questionnaire to determine what they recalled (including name, age, gender, job tasks) for each condition.
- **Independent variable:** type of media presented to the participant (Passage or Video)
- **Dependent variable:** number of correct answers
- Key/Reference to quantify the correct responses recalled

Articles:

1. Beentjes, J. W., & Van der Voort, T. H. (1993). Television viewing versus reading: Mental effort, retention, and inferential learning. *Communication Education*, 42(3), 191–205.

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- (<https://search.ebscohost.com/login.aspx?direct=true&AuthType=cookie,shib&db=psyh&AN=1993-47158-001&site=ehost-live&scope=site&custid=current&groupid=main&authtype=shib>)

2. Tlauka, M., Keage, H., & Clark, C. R. (2005). Viewing a map versus reading a description of a map: Modality-specific encoding of spatial information. *Cognitive Science*, 29(5), 807–818.

https://doi.org/10.1207/s15516709cog0000_26

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3. Crawshaw, C. E., Kern, F., Mertens, U., & Rohlfing, K. J. (2020). Children’s narrative elaboration after reading a storybook versus viewing a video. *Frontiers in Psychology*, 11. - -

<https://doi.org/10.3389/fpsyg.2020.569891>

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<https://doi.org/10.1111/j.2044-8279.1981.tb02458.x>