Course-project 8

Iteration 1:

o **Group members**

Manuel Rosario

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o **Phenomenon to be studied + description**

Serial position effect. The serial position effect of an item position on a list of items that are learned and how well it is remembered. This shows the best recall on a list of the first items and a good recall from the last items but not as well on the items in the middle.

o **Main & 4+ complementary articles**

Main**: [The Influence of Commodity Presentation Mode on Online Shopping Decision Preference Induced by the Serial Position Effect](#)**
Zhiman Zhu; Ningyue Peng; Yafeng Niu; Haiyan Wang; Chengqi Xue

1. **[Serial Position Effects in the Identification of Letters, Digits, and Symbols](#)**
2. **[Serial Position Effects in Recall of Television Commercials](#)**
3. **[Serial position effects in visual short term memory](#)**
4. **[Serial position effects in implicit memory for multiple-digit numbers](#)**

o **A brief explanation about why these articles were chosen**

The serial position effect is the tendency or phenomenon to be able to recall first and last items on a list than the middle items. Briefly, this phenomenon includes two sub-effects, the primacy effect, and the recency effect. The primacy effect is the tendency to remember the first items in a list. Likewise, the recency effect is the tendency to remember the last items. These articles show different examples of the serial position effects and the reasons why these many studies were conducted. In working with these articles, we will compare the similarities and differences within the serial position effects and its implications in various fields such as marketing, education, interviews, communication etc.