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| Core Study: Terry (2005) |
| AO1 |
| **Aim**: * To show that a person’s memory is affected by such factors as time and space (which would be support for the msm).
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| **Procedure**: * Terry decided to test participants’ memories for television commercials. The commercials were presented in groups of 15. Terry varied the order in which the commercials were presented.
* Terry used 39 students as his participants. He used a repeated measures design which meant that participants took part in both conditions.
* The independent variable was participants recalling the commercial immediately after they were presented or recalling them after a delay. During this delay, they did a written task for 3 minutes.
* The dependent variable was how many brand names the participants could recall. They could recall them in any order they wished in both conditions.
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| **MUST KNOW** | **COULD KNOW** | Graph of Terry’s Results |
| **Findings:*** The results showed a serial position effect. This means that whether the commercial was recalled depended on where it was in the list (its serial position), not on what the product was.
* In the condition where participants had to recall the commercials straight away, there was a primacy and recency effect.
* The middle commericials were not remembered very well, in most cases they had been forgotten.
* In the delayed recall condition, there was a primacy effect but no recency effect.
 | * Participants showed good recall of the first few commercials (the primacy effect) and good recall of the last few commercials (the recency effect). This is in line with the MSM, the first few commercials were remembered well because there was time to rehearse them and they had been transferred to the LTM. The more recent commercials were also remembered well because they were still in the STM and could be recalled instantly.
* Some of the information had been displaced (shunted out) from the STM as new information entered it, other information had decayed (faded away) because there was no time to rehearse it in order to transfer it to LTM.
* In the delayed recall condition the first few commercials were remembered well because they had been transferred to LTM through rehearsal before the written task. However, there was no time to rehearse the last few commercials as the written task took participants attention away. So information decayed (faded away) or was displaced (shunted out) due to the written task.
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| Conclusions:* Terry concluded that memory for the commercials was affected by their serial position and not their meaning. This is strong supporting evidence for the MSM.
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