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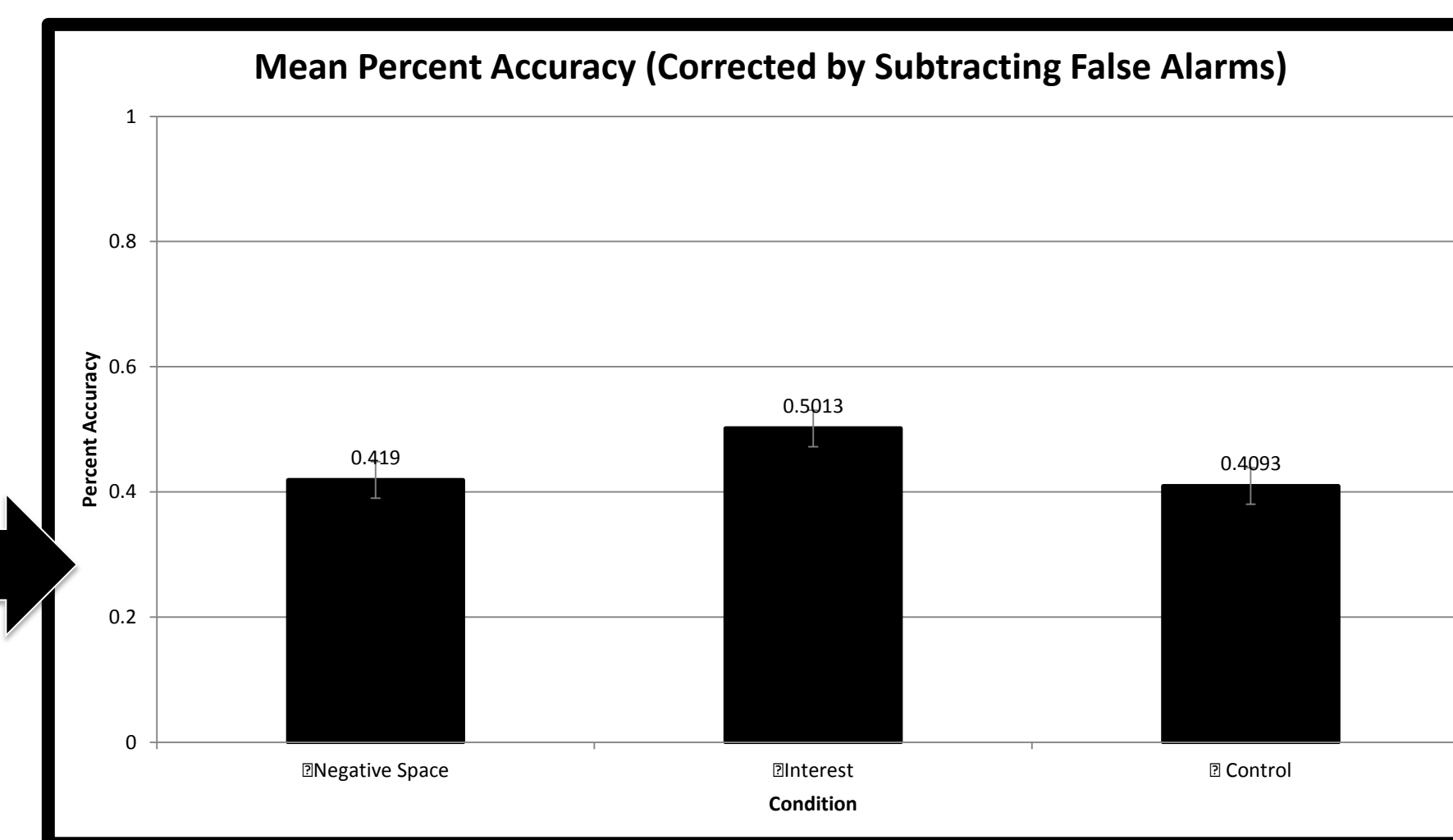
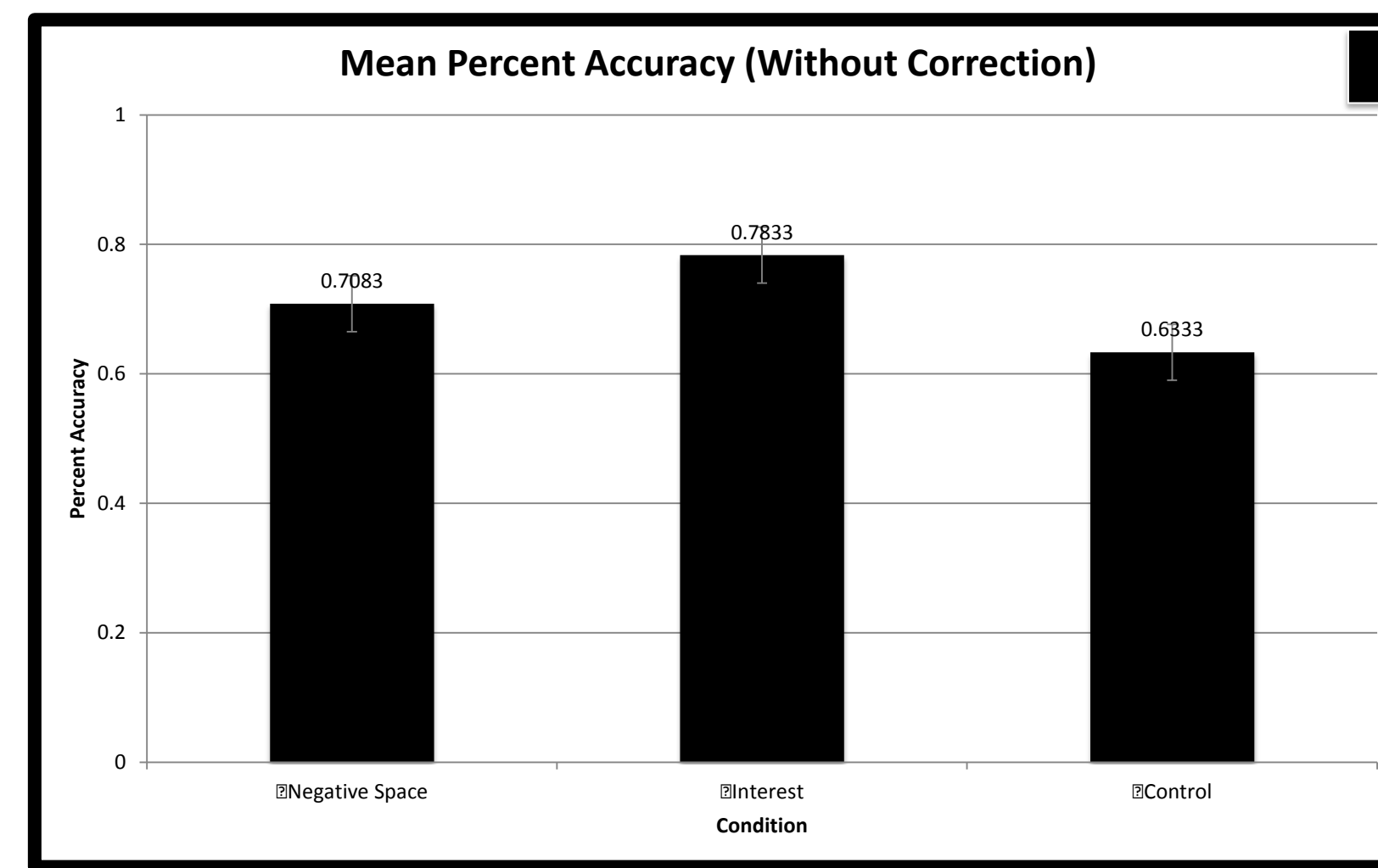
Introduction

- subjects show better memory for information that is generated by them than for information that is simply shown.
- For example, memory is better if we are presented with “b_na_a” rather than “banana” (Gardiner 1988).
- It has been found that the generation effect can be produced in advertising context (Moore et al. 1986).
- Our hypothesis is that there is generation effect present in logos that makes use of negative space, such as



Generation Effect of Words and Logos

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Methods

- Instead of logos, we use three-letter words as stimuli.
- The words are shown in three conditions: Negative Space, Interest and Control.

AIR Negative Space **AIR** Interest **AIR** Control

First, in the study period, participants were shown a series of three-letter words and judge whether it contains a short “a” (as in “bat”) or a short “i” sound (as in “bid”). Each word was shown for 5 seconds.

Second, to prevent participants from rehearsing the words, they were asked to do Sudoku for 10 minutes.

- Third, in the test period, each participant was shown another series of three-letter words. These words contained the ones that were shown in the first phase, as well as novel words that were not shown previously. The participants were asked to judge whether they saw a word in the first task and indicate their level of confidence in their judgments on a 50% to 100% basis.

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Does this word contain a short “a” or “i” sound?

| | | | | | |
|---|---|---|---|---|-------|
| | 1 | | 6 | | 9 |
| 9 | 5 | 1 | | | |
| | 4 | 8 | 7 | 9 | 6 |
| | 7 | 6 | | 8 | 1 5 |
| 8 | | | | | |
| | 5 | 3 | | 4 | 2 6 |
| | | 4 | 8 | | 5 9 2 |
| | | | | 4 | 7 5 |
| | 9 | | 3 | | 8 |

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Did you see this word?
How confident are you?

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esults & Discussion

Negative Space & Control
paired $t(14)=0.118$, $p=0.908$
Interest & Control
paired $t(14)=1.084$, $p=0.297$
When $\alpha=0.05$, results are insignificant

Therefore....

- People do not memorize negative space logos better than normal ones. No generation effect was present.
- Data suggest people are more likely to claim having seen a negative space/interest word in the third task, resulting in more false alarms.
- In life, perhaps people just claim to have remembered the negative space logos better. Their actual level of memorization remains the same with other ones.

However....

- Subject number (15) may be small.
- Sound judgment task may not be the best study task.
- Further studies are encouraged!

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eferences

- Gardiner, J. M. (1988). Generation and priming effects in word-fragment completion. *Journal of Experimental Psychology: Learning, Memory, and Cognition*. 14, 495-501. doi:10.1037/0278-7393.14.3.495
- Moore, D. J., Reardon, R., & Durso, F. T. (1986) The generation effect in advertising appeals. *Advances in Consumer research*. 13, 117-120. Retrieved from: <http://www.acrwebsite.org/>