

DE LA SALLE UNIVERSITY-DASMARIÑAS

The Effect of Humor on Short-Term Memory Retention

An Undergraduate Thesis

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The Faculty of the Behavioral Sciences Department

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by

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ABSTRACT

Name of Institution: De La Salle University-Dasmariñas
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Objectives of the Study:

A. General

This research aimed to determine the effect of Humor on short-term memory retention.

B. Specific

This study aimed to answer the following questions.

1. What is the mean score of the control group before the treatment?
2. What is the mean score of the of the control group after the treatment?
3. What is the mean score of the experimental group before the treatment?
4. What is the mean score of the experimental group after the treatment?
5. Is there a significant difference between the mean scores of the control group before and after the treatment?
6. Is there a significant difference between the mean scores of the experimental group before and after the treatment?
7. Is there a significant difference between the means scores of the control and experimental group after the treatment?

Scope and Limitations

The study has limited literature about humor in the local setting for the reason that humor has not yet been widely spread and used in the Filipino culture of classroom education.

The researchers concentrated mainly on the effect of humor on short-term memory retention. The only medium that was used to measure the effect of the I.V to the D.V was an instructional video created by the researcher and a self-made 14 items test. The selection of lecturer for the video was solely based from the recommendations of students and other faculties.

The selection of the participants covered the student's demographic profile, which includes the age, sex and the 1st semester Grade Point Average. It was recognized to eliminate the effect of these factors to short-term memory retention.

METHOD

The researcher used the pre-test and post-test two-shot experimental design. The participants of the study were thirty students form the 1st year AB Psychology students of De La Salle University-Dasmariñas. The students demographic profile was recognized followed by the random assignment to the experimental and control group.

The instrument used for the study was a two instructional video with and without humor content. The participants underwent the pre-test and post-test experiment. For the pre-test the control group and experimental group was exposed to similar instrument, the instructional video without humor content. The groups were then given a 14 items test that consists of questions regarding the content of the video. While in the post-test, the control group was again exposed to the same procedure and instructional video. However the questions for the test were rearranged. On the other hand the experimental group received the treatment, which is watching an instructional video with humor content. The scores of the control group and experimental group from the pre-test and post-

test experiment were computed and analyzed using the two-tailed test.

Conclusions

Based on the results of the study the ff was concealed:

1. There is a significant difference between the scores of the control group in the pre-test and post-test.
2. There is a significant difference between the scores of the experimental group in the pre-test and post-test.
3. The null hypothesis of the control group was rejected. That is to conclude that; participant's exposure to a formal type of lecture does not affect their ability to retain information. Factors that influence memory retention scores of the control group to increase include familiarity and attentiveness to the lesson material.
4. The null hypothesis of the experimental group was rejected. That is to conclude that humor has a significant affect on the memory retention of students.
5. The null hypothesis of the control and experimental group was accepted. That is to conclude that though the experimental group's scores on the pre-test post-test experiment are significant, the presence of the same results obtained by the control group eliminated the first conclusion. Thus, humor has no significant effect on short-term memory retention.