

## DISCUSSION

The findings of this study rejected the hypothesis leading up to the result that the word stimulus could be just as effective as the picture stimulus, hence, there is no significant effect on memory retention by either the

picture or the word stimulus.

The results of this study do not mean that the previous studies be debunked since this is not a replication. If one will scrutinize each of the subjects' scores, it will be noticed that there are varied high scores across the groups but taken as a whole, the means showed no difference. It can't be completely decided that the reason for the rejection of the hypothesis is due to internal non-validity since control and manipulation were done to ensure internal validity.

The discrepancy could lie in the choice of the items which was done by the experimenters without prior reference to another study. It must be noted that during the actual test, subjects had to wait outside of the room on a hot day for their turn which might have affected their disposition once it is their turn to be tested on; likewise the waiting subjects were creating considerable noise which could have distracted the subjects inside.

It would be good to do this experiment all over again but the experimenters recommend that the between subjects design be changed into a within subjects design along with the uniformity of items to find out if the picture stimulus would prove to be better than the word stimulus in this particular set-up.