## DISCUSSION

This experiment shows that words presented in different modes (visual, auditory, combination of visual and auditory) do not result in any significance among their mean memory recall scores. The non-significance is probably due to the small sample size and the manner by which the subjects were obtained. These subjects in this experiment were handy or convenient samples taken from various General Psychology classes. Although these may be randomly assigned to different conditions, the selection may not be so random due to its "handiness".

Furthermore, the experiment was postponed due to the ongoing DLSUEA strike and the shift in time and place could have contributed an extraneous variable. All the above mentioned factors could have contributed to the non-significant results. This does not necessarily mean that one is exclusive from the other but rather all the factors could have given a concerted effect to affect the results.

However, the results do not justify any action to ignore this kind of experiment in the future. It is a very interesting aspect of memory and could be applied to study methods in the future. According to Klatzky (1975), bits of information received auditorily has a longer decay time than information presented visually. From this point one can hypothesize that listening would result in better memory

recall than seeing, but what about a combination of both? The advantage of visual presentation is that the subject may glance at the words anyway he wants and review them as he sees fit while an aural presentation would have to be sequential and one cannot go back to the previous words. The merits of both types of sensory store can be combined by incorporating both. These three conditions in our experiment can be replicated in subsequent studies of memory.

Future experimenters in this particular aspect of cognition have to be careful though to rule out possible extraneous variable. If they should choose a completely randomized design then we recommend a larger sample size, but if they should choose a within subjects design, then they should be carefully matched and the practice effect minimized.

It is probably because of this that a definitive stand on which sensory store is more effective has until now remained elusive. Marzolin and company (1978), attests that the auditory or aural mode of presentation is better than visual due to less distraction. On the contrary, Knoll and company (1975), studies indicate that memory recall is better when presented visually due to the fact that the information is stored in a form that is immune to interference from auditory-verbal-linguistic activities. As one surmises these, the possibilities are still many.

The practical application of the results of these types of experiment would be useful in helping students and people interested in furthering their knowledge to know by what mode or sensory store they should use to maximize learning capacity.