

DISCUSSION

The results show that there is no significant difference between the two groups implying that color does not have an effect on the ability to recall. The color of objects in the picture made no difference because as perceived by an observer


in the natural setting, objects are seen with colors, thus, color does not become a salient stimulus that the subject would pay attention to. In this study, the desired outcome or effect of color on the recall of objects in a picture was not shown. This might have been caused by some factors that were overlooked during the experiment. First of all, the picture we presented to the experimental group might not have been an adequate instrument in terms of its presentation. When we assumed that color becomes an attribute of the object itself because people often see the color simultaneously with the object, we were expecting that the pictures drawn with colored pens would make the color an attribute of the objects found in the picture. However, in our experiment, this did not hold true because color sensation, which is the primary conscious response to excitation of the visual mechanism did not work enough to make a significant difference. The color was not a sufficient salient stimulus that the subject attended to and/or actively processed due to the short length of time (30 seconds) that the subjects were allowed to view the picture. As concluded by Petrich and Chiesi in their study, the contextual feature of color should be known to the subjects and actively processed during acquisition. The time given to the subjects in this experiment is just sufficient to identify the objects but not enough to utilize past experiences in recognizing objects and facts from which the present stimulation arises. They were able to store the identification of the ob-

jects, not the colors. Thirty seconds did not allow them to add additional information about the object other than the form.

The instructions given to the subjects was weak in producing the predicted outcome. This means that the instructions produced a variability in techniques of recall of the subjects. They were given a cue that they will be given a memory test afterwards. Thus, they constructed different techniques of remembering the objects making a subject variability existent. It was expected that they will use the characteristics of the objects particularly color as a retrieval cue, but they used association between objects instead. This was obtained from the post manipulation check-up of subjects.

Another possible explanation or reason for the results is the artificiality of the colors of the objects in the picture. This might have caused the subject not to relate it to the real world. Since people associate objects with its natural appearance, the colors should have been judged first by raters whether they correspond to the usual colors of the objects. The colors of the pentel pens used where limited, thus having constraints in representing the desired and appropriate colors of the objects.

In the control procedure of matching the subjects in their memory ability, there was a possibility that the subjects were just guessing so that they may have higher scores. This is a positive self presentation of subjects. Therefore, the match-



ing of subjects might not have been a reliable one that the
homogeneity of the characteristic that we want to study might
not have been achieved.