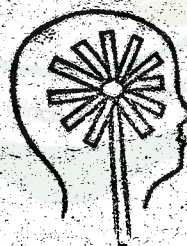


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THE EFFECTS OF VISUAL AND VERBAL
REPRESENTATIONS ON SUBJECT'S
MEMORY RECALL



**COGNITIVE
PSYCHOLOGY
LABORATORY**

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ABSTRACT

College students from 17 to 19 years were randomly divided into two groups and presented separate conditions to determine the effects of visual and verbal cues on subject's memory recall. A recall test was given to measure the effectivity of the cues. The t-test conducted revealed no significant difference between the two groups. Both conditions garnered relatively high scores but attention was observed to be more present in the verbal than the visual group.