



**COGNITIVE
PSYCHOLOGY
LABORATORY**

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THE EFFECT OF BIZARRE IMAGERY
ON FACILITATING RECALL



ABSTRACT

The claim that bizarre images facilitate recall more than common images was proved otherwise in this experiment that showed no significant difference is involved between the facilitation of recall by bizarre images from that of the natural images. 40 subjects were first matched by sex and then randomly assigned to the two treatment conditions. One group of 20 subjects were exclusively exposed to 29 slide pictures of bizarre images with each image paired with a word. The other group of 20 subjects were exposed exclusively to 29 slide pictures of natural images with each image paired with a word. After each group of 20 Ss viewed the slide pictures, a recall activity followed. Each group of 29 slides were randomly presented once again but only the images without the words paired with it were shown.