



De La Salle University - Dasmariñas



DE LA SALLE UNIVERSITY-DASMARIÑAS

College of Liberal Arts and Communication

Psychology Department



Kinetic Typography and its Influence to Working Attention Among Freshmen

BSBA Management of ABE International Business College – Las Piñas

**A Research Paper Presented to
The Faculty of Psychology Department**

**In Partial Fulfillment of the Course Requirement
in Bachelor of Arts in Psychology**

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ABSTRACT

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The purpose of this research is to verify that moving texts enhances a persons' working attention by directing attention to the presented material. This true experimental research design with experiential findings based upon the scores from the mean scores from memory tests (Ebbinghaus, 1913) based from different types of kinetic typography from RSVP (Xiao, Földiák, & Perrett, 2005) and a researcher-devised Variable Iconic Repetitive System (VIRS) within 3 groups of 20. It is concluded that there is a significant difference between the mean scores of the



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experimental and control group which explains the effectiveness of the independent variable to the dependent variable. The decision is to reject the null hypothesis and accept the alternative hypothesis.





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