An investigation on the effect of gaze aversion on person’s ability to recall information compared to maintaining eye contact
Implications of results:
The current experiments results imply, by supporting the experimental hypothesis, that gaze aversion does affect a person’s ability to recall information. This could be applied to when learning information. If gaze aversion is allowed then learning may be improved due to the results of my experiment showing improved recall.

Limitations of generalisation:
The sampling method used for this study was opportunity which is where a sample is taken from the population depending on availability and who happens to come along. In this study the population chosen was 6th form students at Joseph Rountree School, aged between 16-18 years old. A limitation with this sampling is that it is not representative as there is possibility of bias evident. The number of participants also does not allow generalisation as if other people were chosen the results could have been completely different.
The study’s findings cannot be certain to be generalised to real life either. The experiment was undergone under controlled conditions and in a more natural situation participants may feel less pressure as they are not been tested on their ability. Due to the distractions which are all around people in everyday life it may be much harder to use the gaze aversion as an aid for recall.