

Grant et Al.

Context dependent memory

Participants:

- **39 participants**, 17 female and 23 male.
- 17-56 years of age.
- **Tested 40** but only **used 39** results.

Conditions:

- Participants were allocated to **1 of 4** conditions; silent & silent, noisy & silent, silent & noisy and noisy & noisy.
- There were eventually **only 9** people in the **silent & silent matching condition**.

Procedure:

- All participants read the same article on **Psychoimmunology**.
- Participants could highlight and underline.
- Participants studied in their conditions and **all wore headphones**.
- Noisy condition heard a recording of a **university cafe "hum"** through the headphones.
- Participants given **2 minutes** before the test.
- All took part in answering a short answer test (**out of 10**) and a multiple choice test (**16**).

Experiment:

Research Design: Independent measures - they only took part in one condition out of 4.

Research Method: Lab - they had control over the conditions and the participants.

Controls Used: All wore headphones, all studied the same text, noisy conditions all heard the same recording, all had 2 minutes to rest, all answered the same set of questions.

Results:

Short Answer Questions (out of 10):

S&S = 6.7, S&N = 5.4, N&N = 6.2, N&S = 4.6

Multiple Choice Questions (out of 16):

S&S = 14.3, S&N = 12.7, N&N = 14.3, N&S = 12.7

This shows learning and recalling in the same environment improves performance.

General:

Type of Data: Quantitative.

Ecological Validity: High = Used a recording from a real cafeteria, Low = Not in an actual cafeteria environment (in an empty room with headphones on).

Reliability: High = Asked lots of people the same question to get a mean answer, Low = Individual differences could affect results (some people might be better or worse than others at tests).

Validity: High = No observer bias, Low = Individual differences affect results.