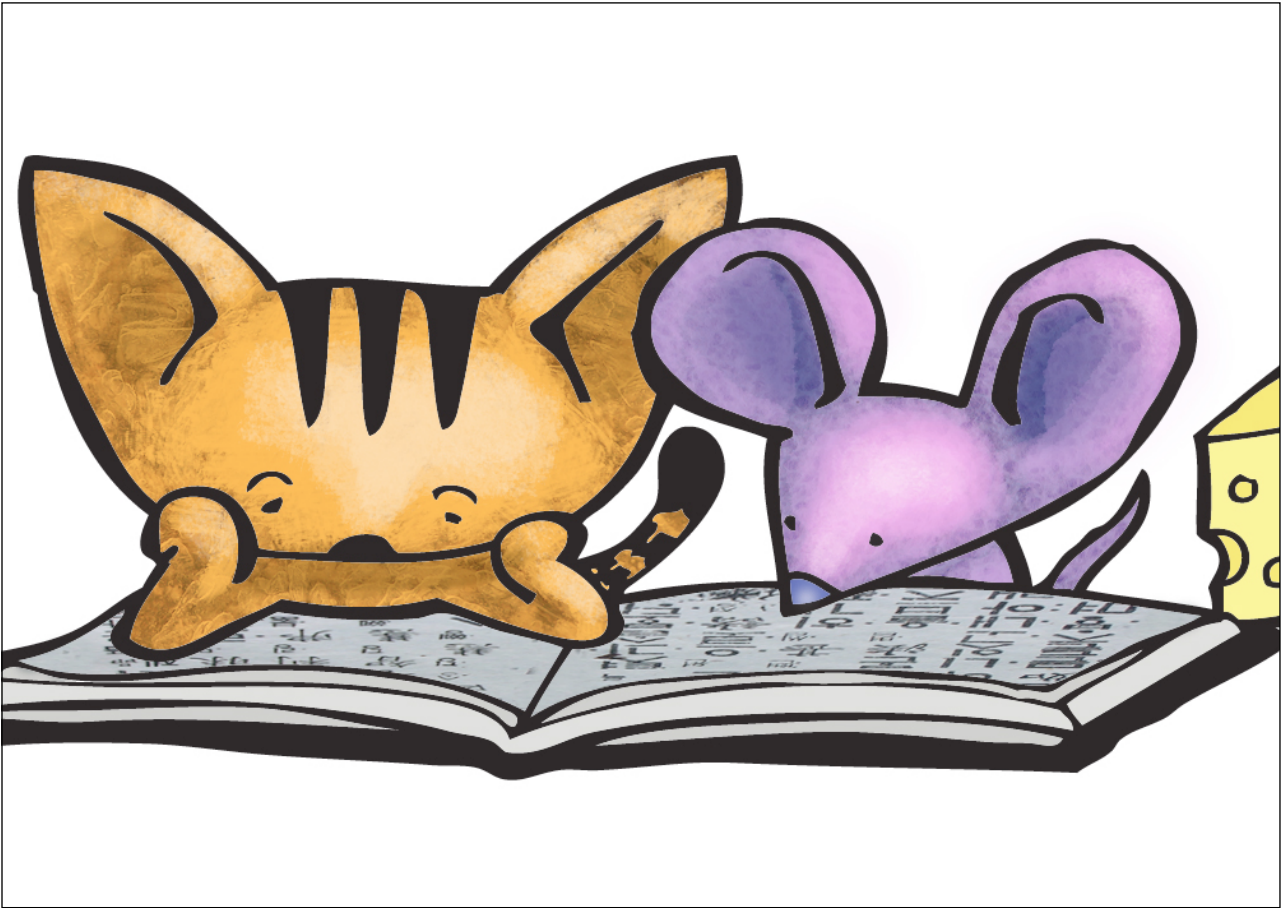


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# IA Menu



## This year's special

This year we are offering the following experiments as potential IA topics. Although it is possible to get a special order, these twelve studies are recommended for replication. There is only one portion of each study available for groups of up to 4 people.

The first set of studies is based on memory research. The second set of studies is based on problem solving and heuristics. Links to abstracts and/or the original study are provided.

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## **“Thanks for the memories” specials**

1. The smashing car special: Loftus & Palmer (1974) An experiment that sees whether word choice can affect an eye-witness’s memory of an auto accident. Limited to two levels of the IV.
2. For the smaller appetite: Baddeley, Thomson & Buchanan (1975) *Word Length and the Structure of Short Term Memory*
3. To cleanse the palette: Bransford, J.D. & Johnson, M. K. (1972). How information before and after reading a text may help understanding and recall.
4. For the narcissist in all of us: Rogers, Kuiper & Kirker’s (1977) *study of self-referential encoding*.
5. Triple the pleasure: Peterson and Peterson (1959) - The effect of time intervals on the recall of trigrams. Original study.
6. A Googletastic delight: Sparrow et al (2011). The effect of computer use on memory.

## **For those who like to make a decision**

1. Hey Baby It’s Cold Outside: Williams & Bargh (2008). *Experiencing Physical Warmth Promotes Interpersonal Warmth*.
2. For the fast calculators: Tversky & Kahnemann (1973) *on anchoring bias and the estimation of a math problem*
3. Heavenly choices: Nisbett and Wilson (1977). A study of the Halo Effect
4. Abstract vs concrete desserts: Wason & Shapiro (1971). A study of logic and problem solving.
5. Indian delight: Strack and Mussweiler (1997). The use of anchors in decision making.
6. Frames of mind: Tversky & Kahneman, (1981). The use of frames to influence choices.