The Effects of Narrative on Memory Through Seinfeld

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Introduction & Background

Retrieval Induced Paradigms have been studied in the past by using word lists for experimentation, in which participants are given word associations to remember.

- RP+ conditions are the only ones practiced
- RP- conditions are closely related to RP+
- NRP conditions consist of the same task, but an unrelated subject
- There has been substantial evidence to indicate that with the increased remembrance of RP+, there is a decreased remembrance of RP-
- This indicates that competition of RP+ and RP- drives inhibition, and inhibition drives forgetting, supporting the phenomena of Retrieval Induced Forgetting (RIFO).

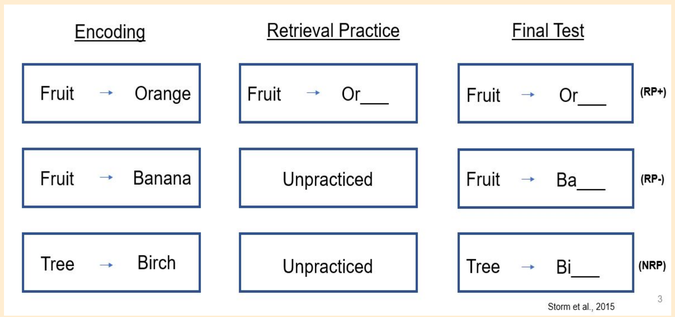


Fig. 1: Example of Retrieval Induced Forgetting Paradigm done in an experiment by *Storm et al. 2015.*

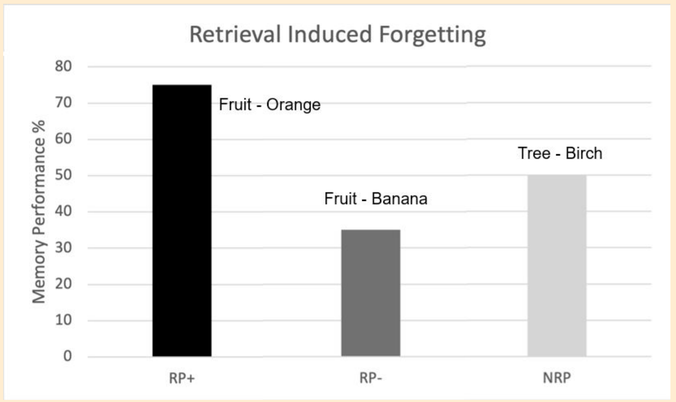


Fig. 2: Visual results of the experiment above, in which we can observe the "U" shaped pattern that illustrates Retrieval Induced Forgetting in this experimental approach.

Retrieval & Encoding Task

Retrieval Practice

Day One


Episode One

Distractor Task

Episode Two


Distractor Task

Retrieval Practice Interview

Six Scenes from Episode One (RP+)


Retrieval Test

Day Two

Final Retrieval Test Interview

Six Scenes from Episode One (RP+)


Six Scenes from Episode One (RP-)


Twelve Scenes from Episode Two (NRP)


Fig. 3: Visual Representation of the order of events for the methodology of both retrieval practice and testing

Transcription & Scoring

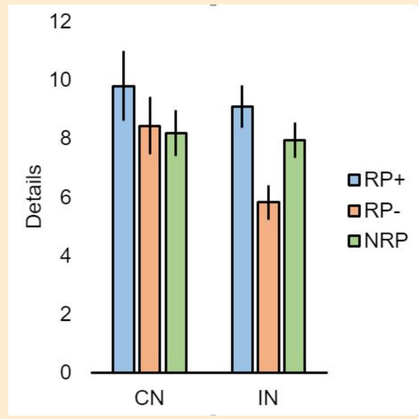
Scene 8 Cue: George finds the suit that he hid
Scene 8 Response: He found the suit… /rc/ umm…him and the guy /ppl/ that also wanted the suit…they're waiting outside the store, /loc/ then when they came in, the guy went to the normal rack that the suit was on, /ed/ but Jerry went… I mean George went forward to the rack that was in front of the door /per/ and um he got the suit out of that rack. /rc/ and um the guy accused him of hiding it or misplacing /ed/ it and um then he bought the suit for half price /ed/ that's about it.

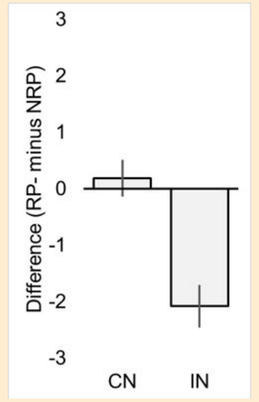
Types of details:
- Event details (general details)
- Quotes
- Location
- People
- Perceptual
- Repeated Cue

Other details not shown:
- Narrative Connections /nc/
- Intrusions /ir/ /in/ /ie/
- False Memories /fm/

Fig. 4: An example of a transcribed response with color coded scoring patterns.

Narrative Protects Against Retrieval Induced Forgetting





- Our results show a significant condition by trial type
- This indicates that narrative protects against RIFO
- Narrative drives integration, integration reduces competition, reduced competition results in less inhibition, and less inhibition results in less forgetting.

These results lead us to conclude that Naturalistic Stimuli reduce forgetting, a concept that word list based experiments could not show.

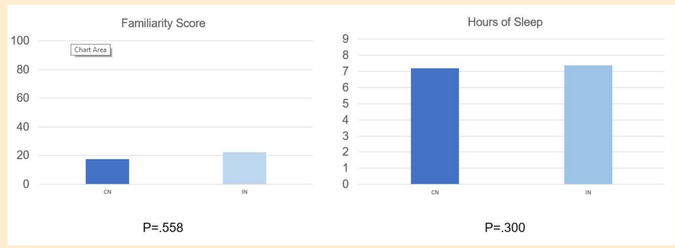


Fig. 5: Data collected of possible confounding variables

Next Steps

- We will still be comparing across Coherent and Incoherent Conditions
- On Day Two it will be a recognition task, featuring 36 scenes: six RP+, six RP-, twelve NRP, and twelve lures
- Moving forward from that we will be conducting similar experiments but within fMRI