

IB Psychology – Internal Assessment Research Experiments

Investigating The Stroop Effect: Color interference on verbal reaction time:

Stroop, J. Ridley. (1935). "Studies of Interference in Serial Verbal Reactions." *Journal of Experimental Psychology*, 18, 643 – 662.

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The effects of autonomic arousal on attractiveness ratings:

White, Gregory L. and Kight, Thomas D. (1984) "Misattribution of Arousal and Attraction: Effects of Salience of Explanation for Arousal." *Journal of Experimental Social Psychology*, 20, 55 – 64.

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The effects of schema on recall:

Anderson, R., and Pichert, C. (1978). "Recall of previously unreliable information Following a shift in perspective." *Journal of Verbal Learning and Verbal Behavior*, 17, 2 – 11.

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Effect of facial muscle changes on humor ratings:

Strack, F. Martin, and Stepper, S. (1988). "Inhibiting and facilitating conditions of the Human smile: A nonobtrusive test of the facial feedback hypothesis." *Journal of Personality and Social Psychology*: 54: 768-777.

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Effect of word choice on response:

Loftus, E. and Palmer, J. (1974). "Retaining Information in Memory," in E. Loftus (Ed.), *Eyewitness Testimony*. Cambridge, MA: Harvard University Press.

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