

INTRODUCTION

Overall Memory: Previous experiences and prior knowledge affect the memory of an event (Ornstein et al., 2006; Baker-Ward et al., 2015; Hedrick, Haden, & Ornstein, 2009).

Saliency: Salient objects are more likely to be stored in long term memory due to the unanticipated novelty of the features (Gordon, Baker-Ward & Ornstein, 2001).

- **Preference**
 - Features of an event or object that are **specific and personal** to an individual, such as color, facilitates the movement of information to long term memory (Gordon et al., 2001).
- **Typicality**
 - **Atypicality** results in better memory (Neuschatz, Lampinen, Preston, Hawkins, and Toglia, 2002)
 - **Typicality** can also result in better memory (Corenblum and Meissner, 2006)

Variables

- **IV:** color typicality of the fruit/vegetable
 - NOTE: color preference is not considered an independent variable, as it is an individual difference
- **DV:** object recognition

Research Question

What is the effect of familiarity, in terms of color preference and color typicality, of an object on the recognition of the object?

Hypotheses

- **H₁:** If **typicality** helps with recall, then old typical and atypical now typical will have the highest recall.
- **H₂:** If **atypicality** helps with recall, then old atypical will have the highest recall.
- **H₃:** If color **preference** helps with recall, then the participant will better recall objects of their favorite color.

METHOD

Participants: Fifty-nine 3- to 5-year-old children attending early childhood schools in Central Maine (*M* age = 49.80 months; *SD* = 7.43; 31 boys)

Procedure

Color Preference Task

Color Blindness Task

1 minute

Display big paper of 12 original pictures

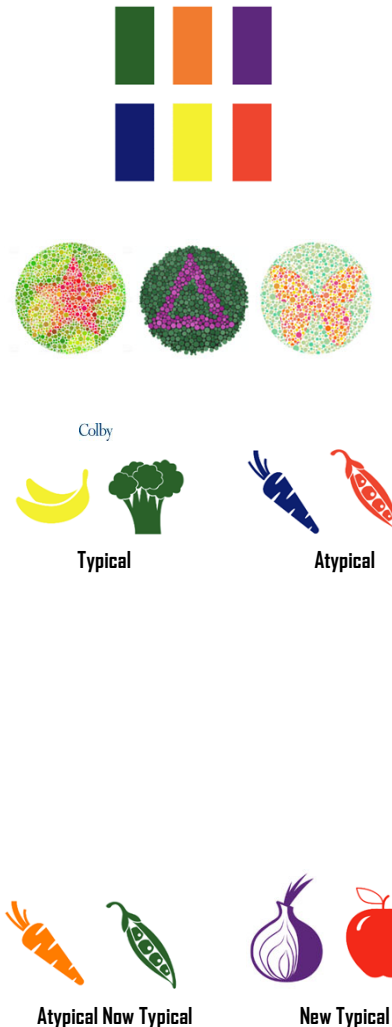
Memorization Phase

2 minutes

Filler Task

Present 24 pictures in given order

Testing Phase

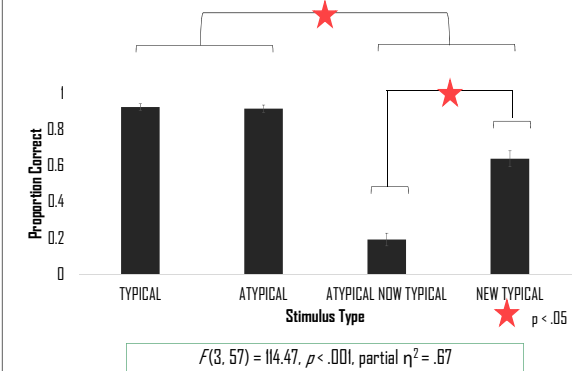


ACKNOWLEDGEMENTS

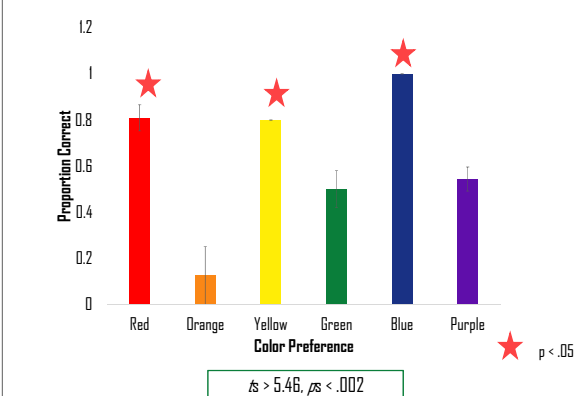
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RESULTS

COLOR TYPICALITY



COLOR PREFERENCE



DISCUSSION

- Did typicality help with recall? **No**
- Did atypicality help with recall? **Yes!**
 - This finding is consistent with Neuschatz et al. (2002).
- Did color preference help with recall? **Sort of**
 - There was an effect on specific color preferences: **red, blue, and yellow.**
- Future studies could include preliminary analyses that require children to identify and verbalize the name of various colors in order to determine color recognition ability as an additional individual difference.