

The Pictorial Superiority Effect

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A decorative graphic consisting of several horizontal lines of varying lengths and colors (teal, light blue, white) extending from the right side of the slide towards the center.

Attention Capture and Transfer in Advertising: Brand, Pictorial, and Text-Size Effects

- Main focus of article was how the brand name, the photo used and the text captures and holds the consumer attention to the ad as a whole
- The participants paid more attention to the pictorials of the ads regardless of the size
- For the text, the wording had to be larger print for the consumers attention to be held

The Development of the Picture-Superiority Effect

- The aim of this article was to test the change of the pictorial superiority effect across different age groups. This experiment tested middle childhood and adolescence
- Researchers found overall pictorial recall is greater than word recall, and the results also found that pictorial recall increases with age

Revisiting the Picture-Superiority Effect in Symbolic Comparisons: Do Pictures Provide Privileged Access?

- Also used photos and animals and the animal names on note cards. Some participants were given the words and the photos
- Unlike our project the researcher asked them questions about the animal. And wanted to see how their speed would change upon the photo versus the words
- Results found that the photos gave no significant memory recall

Conditions for a Picture-Superiority Effect on Consumer Memory

- Tested the hypothesis that when comparing verbal-only ads and pictorial ads there will be no difference in recall rate
- The results found there was no significant difference in immediate recall rate
- But, long term memory recall rate for verbal was significantly lower than the long term pictorial ad memory recall rate

Hypothesis

- Our goal was to to test the Pictorial Superiority Effect
 - Pictorial Superiority Effect- people have a better memory for pictures than words. (Hamilton, Geraci, 2006)
 - By comparing completion times between the two memory card tasks, we can draw conclusions on the prevalence of the pictorial superiority effect.

EXPERIMENT

- 2 levels of one independent variable with randomized order within subjects design
- The participants completed two memory card tasks
- We used two decks of cards. One with 10 pairs of names of animals and the other deck with 10 pairs of the corresponding pictures of the animals
- Their completion time was recorded and compared

PARTICIPANTS

- Sample of convenience
- 24 total participants
- Females= 14; $M= 40.43$, $SD=4.17$
- Males= 10; $M= 33.9$, $SD=5.13$

Materials

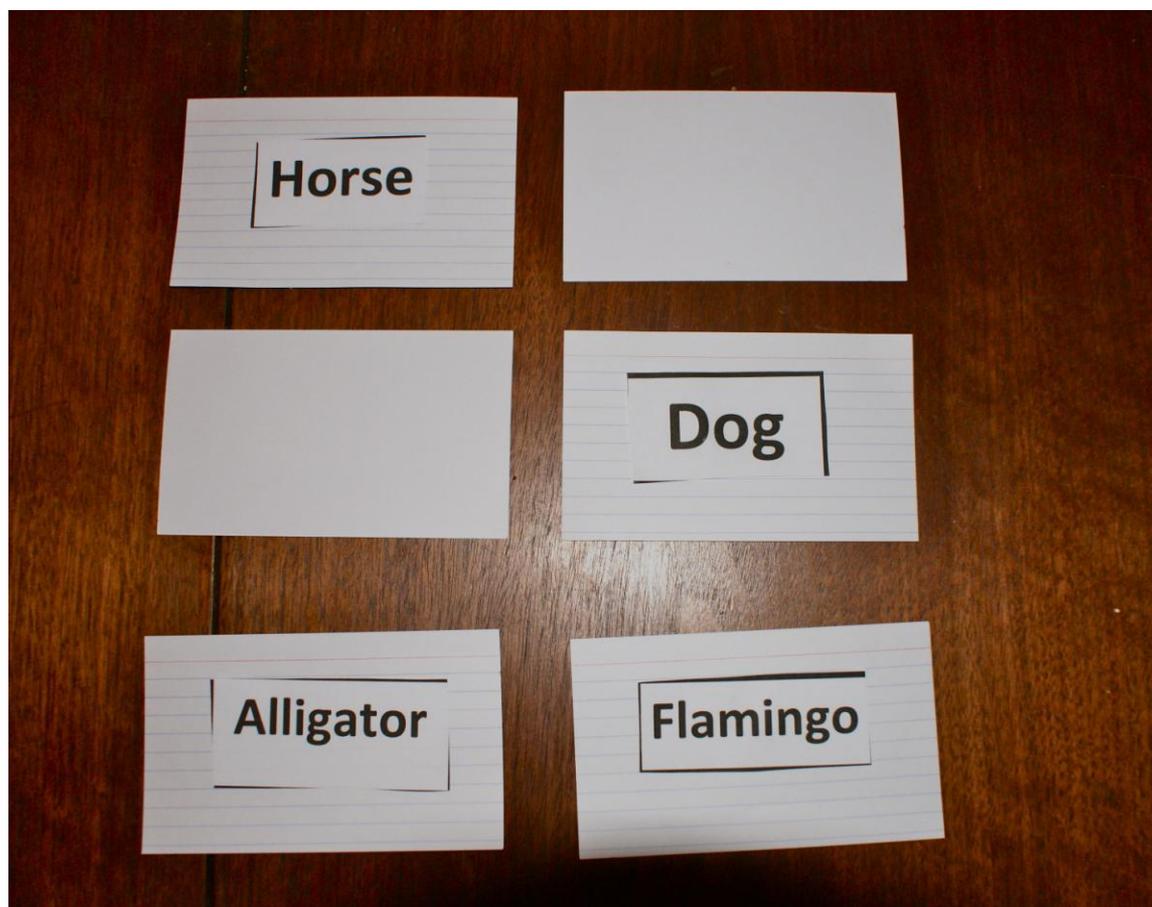
- Stop watch
- Coin
- Pen and paper
- Computer/Printer
- Notecards
- 2 decks of cards containing 10 pairs
 - One deck with pictures of animals
 - One deck with the corresponding names of the animals



Procedure

1. Record the participant's age and gender
2. Toss a coin to determine which matching cards will be administered first (pictures vs. words)
3. Hit "start" on your timer & tell the participant to begin
4. Remain silent while the participant is matching the cards
5. Hit "stop" on your timer once the participant has completed the test (matched ALL of the cards)
6. Record the time
7. Allow the participant to have a 3 minute break.
8. Repeat the same procedure (steps 3 - 6) with the other set of matching cards
9. Debrief the participant and thank them for being in the study

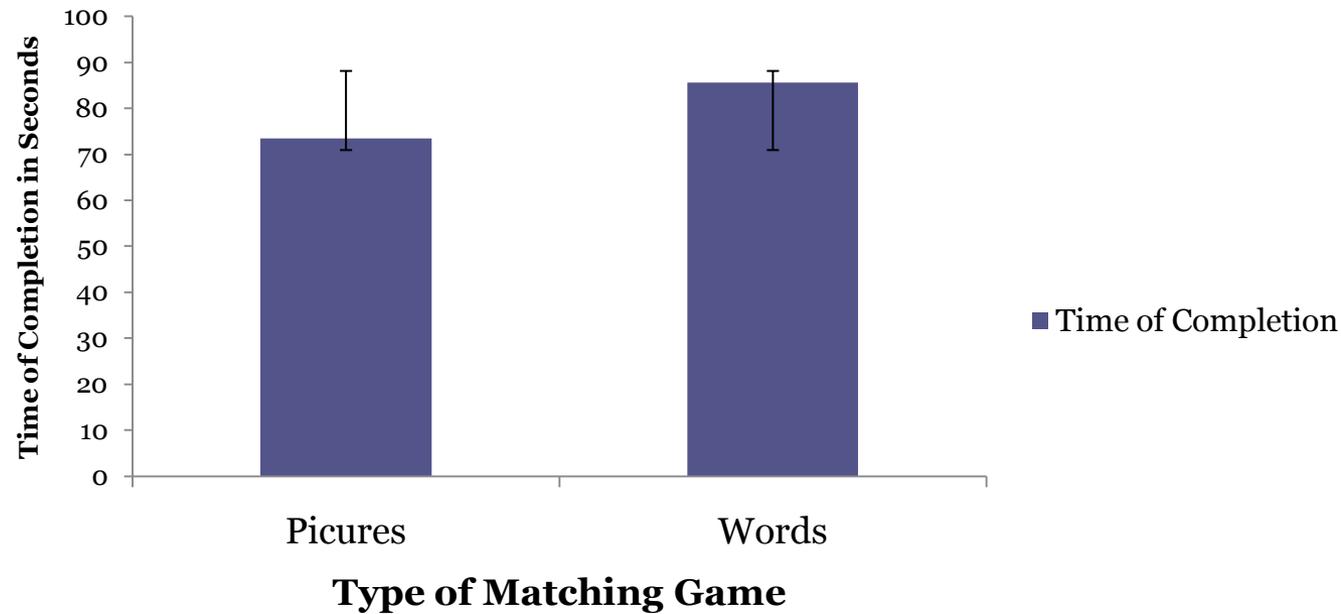
Procedure: Word condition



Procedure: Picture condition



Results



Paired-samples t-test

Pictures: $M= 73.46$; $SD= 25.09$

Words: $M= 85.63$; $SD= 32.36$

$t(23)= 2.14$, $p < .05$

Results

- A significant correlation was found $r^2(24) = .55$, $p < .005$ between those who scored with a faster time in either group, then those who did not

Discussion

- The subjects matched the picture notecards at a significantly higher rate than the word notecards
- We found a correlation between those who scored high in one group, (low matching times in either word or picture first) also scored high in the next group suggesting higher memory function in some subjects over others regardless of condition

Limitations of Study

- Small sample size
- Variables as a result of conducting the research during Thanksgiving holiday such as:
 1. Turkey and over-eating could possibly interfere with memory recall
 2. Alcohol
 3. Family noise

References

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