THE REPRESENTATION OF COMMON AND UNCOMMON SCRIPTS IN MEMORY

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ABSTRACT

The structural and processing properties of the memory representations of common and uncommon activities, referred as common and uncommon scripts, were investigated in five experiments. Experiment 1 collected norms of everyday activities performed by college students, and selected 10 common and 10 uncommon activities for further investigation. Experiment 2 collected the script norms for the 10 common and 10 uncommon activities. Experiment 3 and 4 collected the norms of three structural properties (the sequential, the hierarchical, and the graded-structural property) for the scripts. Experiment 5 investigated the effects of script type and reordering of script actions on recall of the scripts. The results of these experiments indicate that common and uncommon scripts have similar structural and processing properties.