

EFFECTS OF STRUCTURE MAPPING AND SUGGESTION ON TEXT MEMORY

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Two experiments were conducted to evaluate the Gentner(1983) theory of structure mapping in the context of text memory. Experiment 1 examined effects of text-structure similarity and proposition commonality between base and target texts on retention of target texts. Results showed a significant effect of text-structure similarity but an insignificant effect of proposition commonality on retention of target texts. In Experiment 2, participants were either indicated or not indicated

with text-structure similarity or proposition commonality between base and target texts before reading target texts. Results showed effects of suggestion on retention of target texts. These results are discussed with respect to both text comprehension and retention.

Keywords: Analogical reasoning, Structure-mapping, Text memory.