

## Some Memorable Questions

1. Define memory.
2. What is a leading question?
3. Outline the aim of the study.
4. What was the independent variable in the first experiment?
5. Why are the experiments examples of independent measures designs?
6. What might be a problem with using an independent measures design to study memory?
7. What was the critical question in the first experiment?
8. Why do you think they asked a number of other questions when the researchers were only really interested in the critical one?
9. What was the dependent variable in the first experiment?
10. Who were the participants in the study?
11. Suggest two problems with generalising from this group of participants.
12. Why does the first study not necessarily demonstrate that the participant's memory has been affected by the leading questions?
13. What main change was made to the second experiment to demonstrate that memory was being affected by leading questions?
14. What is the independent variable in the second experiment?
15. What is meant by the reconstructive hypothesis?
16. Give two reasons why the experiments might not be ecologically valid.
17. Identify a potential confounding variable in this study and suggest how this may have affected the results.
18. Describe some of the main controls in the experiment.
19. Why might your own memories of childhood not be accurate?
20. Suggest how a more ecologically valid study could be carried out to investigate eye witness testimony.
21. What advice would you give to professionals such as the police who have to take eye witness statements from people?