

# Misinformation Effect on the Visual Semantics

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## Narration

1. Jane was walking down a Street.
2. She was window shopping and continued walking.
- ...
- ...
- ...
- ...
11. Group A: She showed her friend the new Simpsons DVD.  
Group B: She showed her friend the new DVD.

13. Her friend did not approve of her selection.

Group A: While her back was turned, the man reached with his hand into her pocketbook.  
Group B: While her back was turned, the man reached with his right hand into her pocketbook.

Group A: He took her wallet and hid it in his pants pocket.  
Group B: He took her wallet and hid it in his coat pocket.

Group A: The man, who had been watching them, came out from his hiding place.  
Group B: The man, who had been watching them, came out from behind a tree.

## TEST

1. What is the name of the video store that Jane entered?
  - a. Video Internationale
  - b. Video Starrz
  - c. Video Americain
2. How does her friend react to her DVD selection?
  - a. He seems pleased
  - b. He seems displeased
  - c. He seems neutral
3. Which DVD does Jane show her friend?
  - a. Dragan Ball Z
  - b. South Park
  - c. The Simpsons
4. After he takes her wallet out of her purse, where does he hide it?
  - a. In his pants pocket
  - b. In his sleeve
  - c. In his jacket pocket

*All materials used to conduct the experiment are the same used in Okado and Stark (2005) and mention that the items were modified by Patihis (2012). I have modified to suit the requirements of my subjects*

## Changes incorporated & Results

1. Here I have sorted experiment based on the age groups of the subjects, sequence of showing doing the experiment and gender.
2. I have also tried to test the subjects with interchanging the sequence of the slides and have also taken into account the raw control measure.
3. Few anomalies were observed which were as a result of confounding parameters in the questions.
4. The experiment successfully implies the plasticity of the memory even with the changes made.

## Graphs

