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Negative Television and Memory

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Abstract

According to reports about 30-thousand people spent watching television had the impact on their memory and recall that the results showed no differences between men and women. The people who watched less than an hour a day did better at every memory function. As these contributors watched negative political ads, physiological responses indicated that their body was reflexively preparing to move away. Memory differences were discovered before, during, and after the presence of negative compelling images. Memory for visual material presented after compelling negative images was better than memory for material presented before compelling negative images. There has been reported that the presence of negative video in news stories increases attention, increases the amount of capacity required to process the message, increases the ability to retrieve the story, facilitates recognition of information presented during the negative video and inhibits recognition for information presented before the negative video. Studies have been indicated that the introduction of negative video increases the self reported negative emotional impact of the story - making it more arousing and more negative. When capacity is controlled, arousing messages are remembered better than calm messages. When arousal is controlled, positive messages are remembered better than negative messages. Memory was worse for material that preceded the negative scenes. During negative scenes, memory was worse for semantically intact audio information such as speech than for nonsemantic aural information such as screams or crashing noises.

Keywords: Memory, Negative Television, Visual.

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