

An Examination of the Emotional Superiority Effect in Implicit Memory

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It has been well documented in the cognitive psychology literature that emotional information is generally better recalled than neutral information for explicit memory (i.e., memory that is consciously recalled). The present study examined if this effect is present for implicit memory (i.e., unconscious, indirect memory). The experiment was a conceptual re-creation of a study that found the emotional superiority effect to be absent in implicit memory. In the present study, participants were exposed to either an explicit or implicit memory task involving blocks of word associates that contained emotional or neutral words. Depth of processing was also manipulated by instructions to either perceptually or semantically process the word lists. The results indicated emotional superiority was absent in both the implicit and explicit memory condition. The discussion will focus on reasons for this failure in replication as well as directions for future research on the topic. Implications for sustainability related to research will also be discussed.

Ramponi, C., Handelsmann, G., & Barnard, P. (2010). The memory enhancement effect of emotion is absent in conceptual implicit memory. *Emotion, 10*(2), 294- 299.