

ABSTRACT

This study examined whether additive color has an effect on Visual STM (Short-term Memory). Participants were 30 college undergraduates at Maranatha Christian University. A Within Subject Design was used, modified by a counterbalancing techniques to control the sequence effect (such as practice effect and carry over effect). With the consent of each participant, they were being tested inside a room with minimum lighting. Each participant also being tested twice under each experimental condition (additive color blue, red, and white on the stimulus of the memory span task, called Simonides Test, viewed from a laptop monitor). There were 3 types of Simonides Test, consist of 14 item each. Each participant was instructed to memorize the Simonides Test's stimulus, which was a colored circle (at first it's appear from inside one of some square shown on the laptop screen) moved from one square to another square per second, in some random pattern, then the colored circle were vanished. Soon after it was gone, there is a number shown on each square, then they must recall the location of which the colored circle had gone to, by saying the number shown on each square. It was hypothesized that participant would recall more location's digit number when the stimulus was colored by blue additive than red additive color or white. A repeated Measure Anova was conducted and the results indicated that there was a statistically significant difference in percentage of the location's digit number recalled based on it's color. Further LSD (Least Significance Difference) Post-Hoc Test was conducted and resulted in significance difference between the additive color blue and red, $p=0,0215$ (one-tailed), and between additive color blue and white, $p=0,003$ (one-tailed).

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