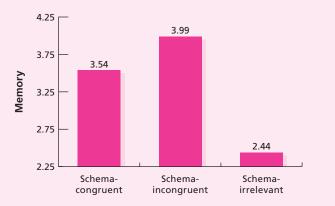
FIGURE 3.15

Memory for Schema-Congruent, Schema-Incongruent, and Schema-Irrelevant Information

Memory was better when participants had a schema than when they did not, and schema-incongruent information was particularly well-remembered.

Source: Hamilton et al. (1989).



Relevance of information to schema