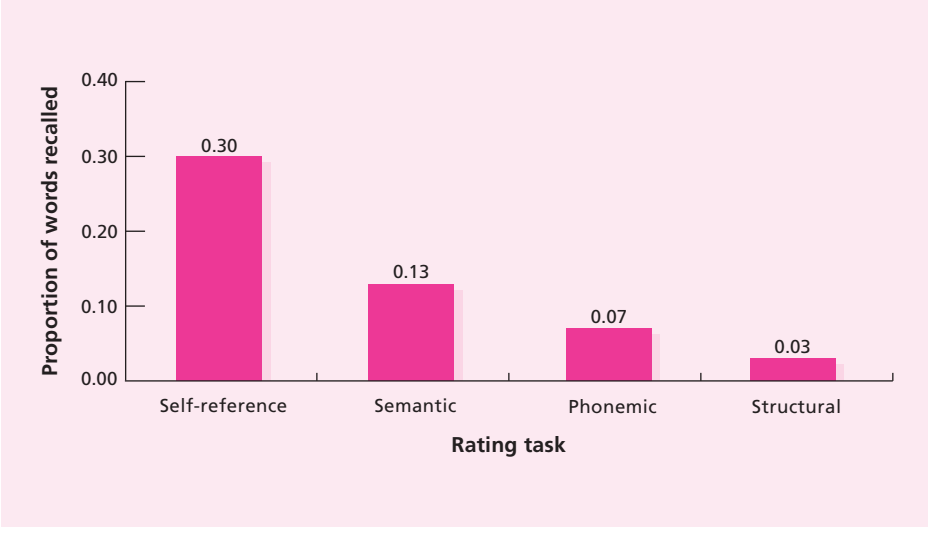
bro0796X_ch05_143-193 5/26/05 6:16 PM Page 164 Nish _05:Desktop Folder:Rakesh 05-26-05:GQ342:

EQA

FIGURE 5.10

Memory for Words Referenced to Oneself or Rated According to Other Properties

Words rated according to their self-relevance were more memorable than were words rated according to nonself-relevant features.

Source: T. B. Rogers, Kuiper, and Kirker (1977).