

Retrieval Induced Forgetting and Online Advertising

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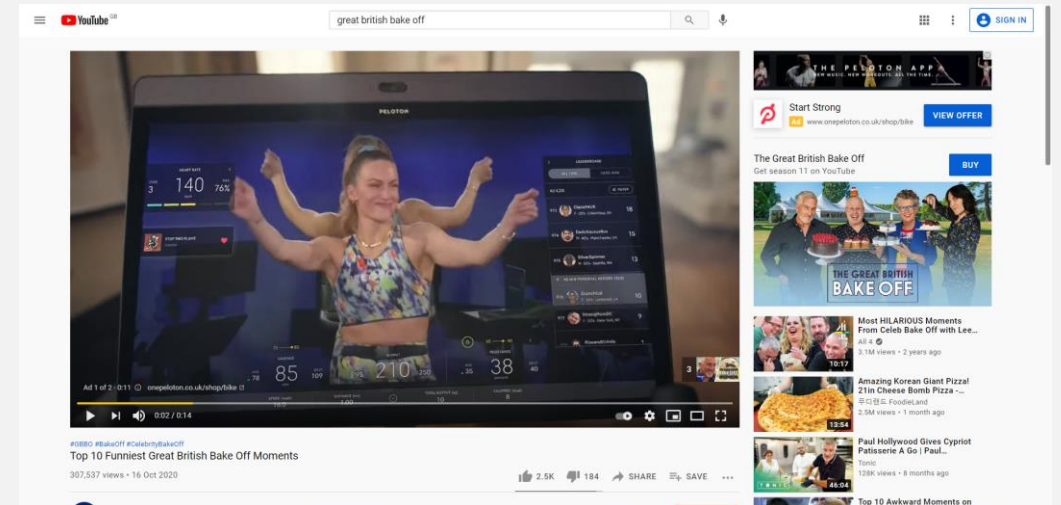
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Introduction

- Advertising content prevalent in online activities
- Possibility to immediately purchase
- Cognitive manipulations may have bigger impact



Retrieval Induced Forgetting (RIF)

- Remembering some things causes other things to be harder to remember
- Stimuli split into categories (e.g. restaurants)
- Practice half the category causes worse memory for other half
- Does not reduce access to unrelated categories

Retrieval Induced Forgetting (RIF)

Encoding Phase



Retrieval Induced Forgetting (RIF)

Practice phase



Retrieval Induced Forgetting (RIF)

Easiest to remember

RP+



NRP



RP-

Hardest to remember



Aims

- Investigate effect of RIF on memory of brands
- Investigate RIF effects for implicit and explicit memory
- Investigate the effect of RIF on video adverts

Brand Norming

- Use known brands
- People asked to name brands in category
- Remove most frequently generated and least to get stimuli

Experiments 1-3

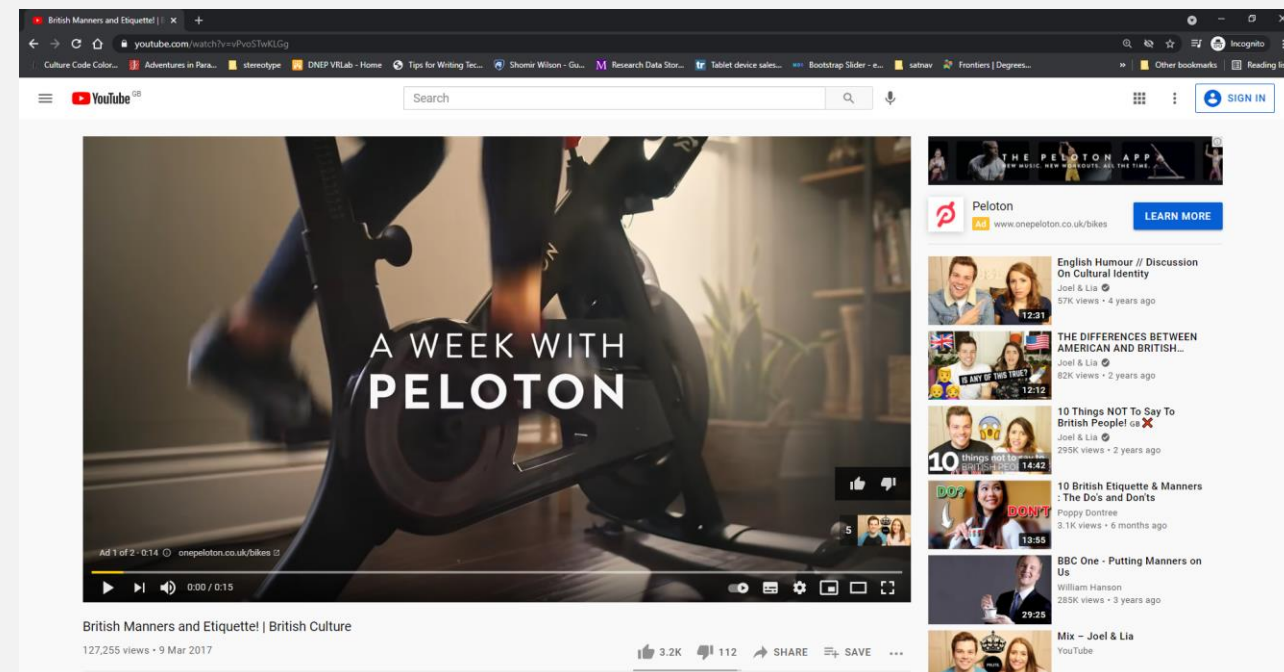
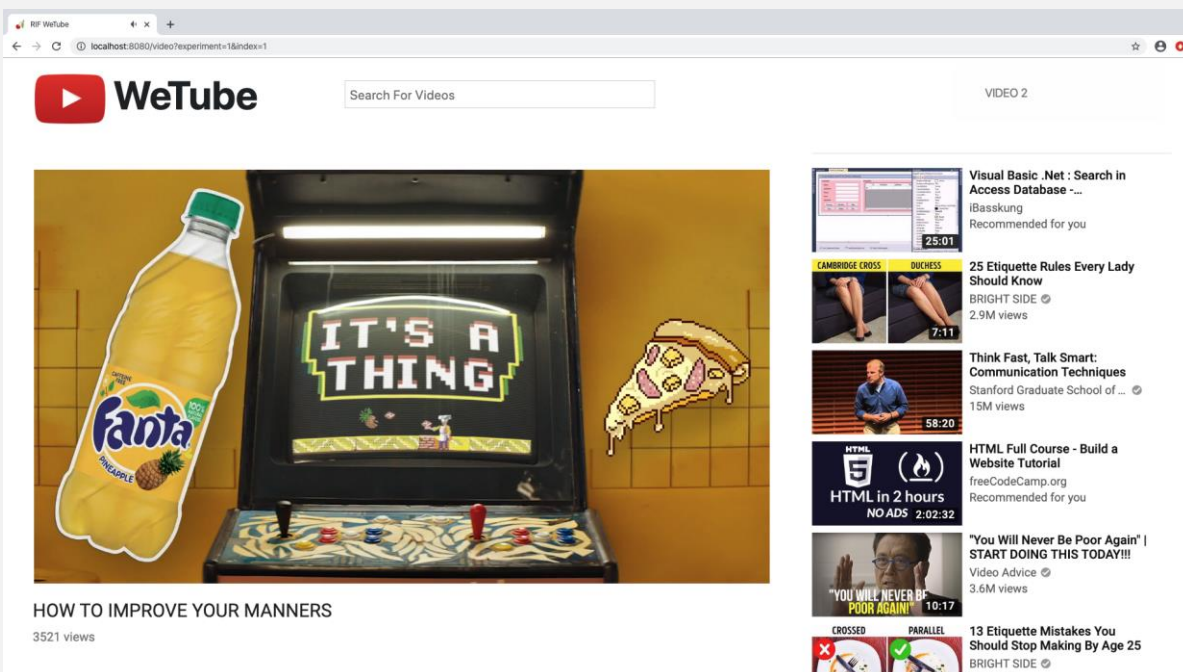
1. Explicit memory for brand images with caption
Significant RIF effect
2. Explicit memory for brand image alone
Significant RIF effect
3. Implicit memory for brand images with caption
Significant RIF effect

Sweets-Starburst



Experiment 4

- Video advertisements
- Increased ecological validity



WeTube Conditions

Stimuli set	Experiment		Total
	Explicit	Implicit	
A	19	11	30
B	10	18	28
Total	29	29	58

Procedure

Encoding phase: Participants viewed videos and adverts on WeTube

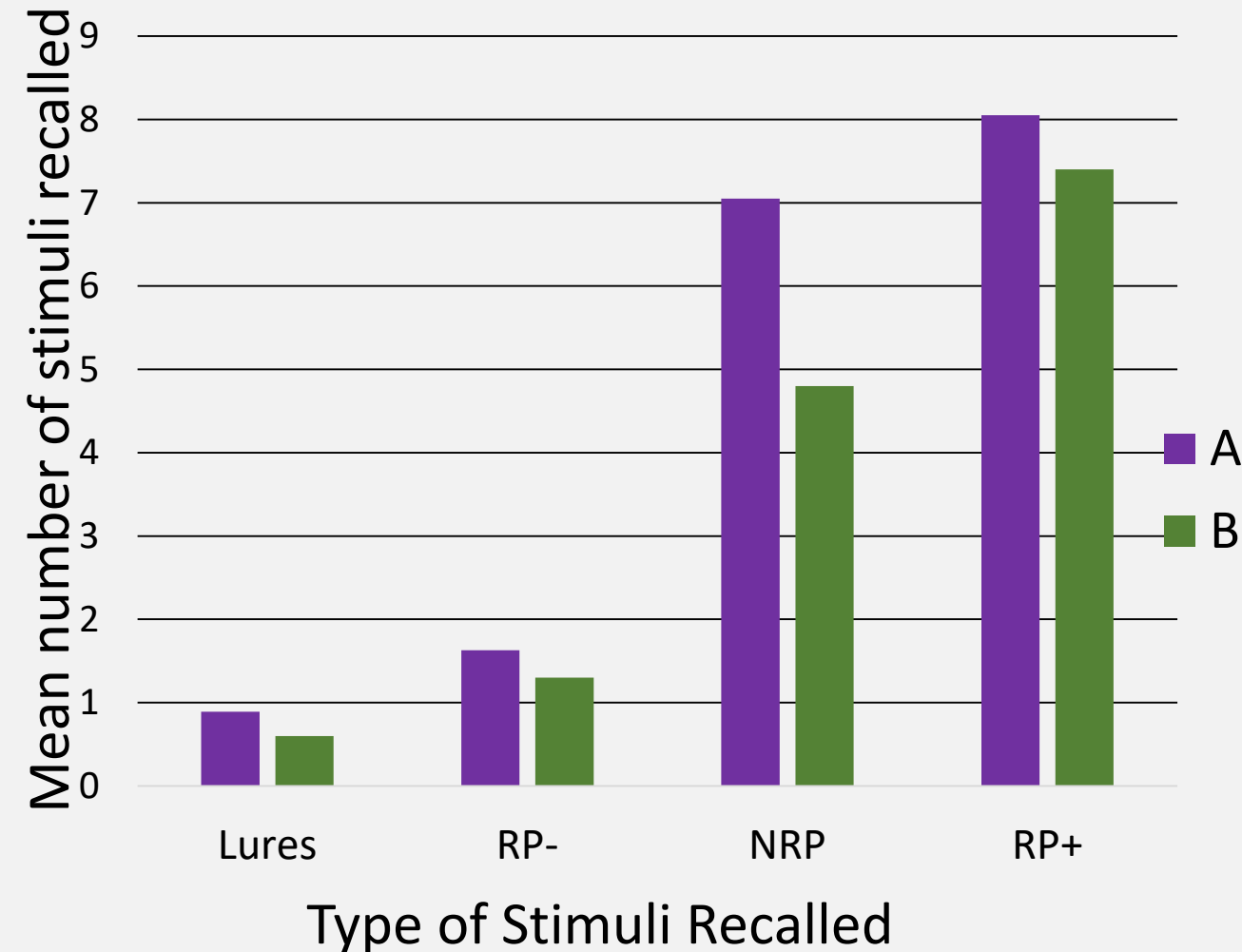
Practice phase: Recognition retrieval practice

Distractor task

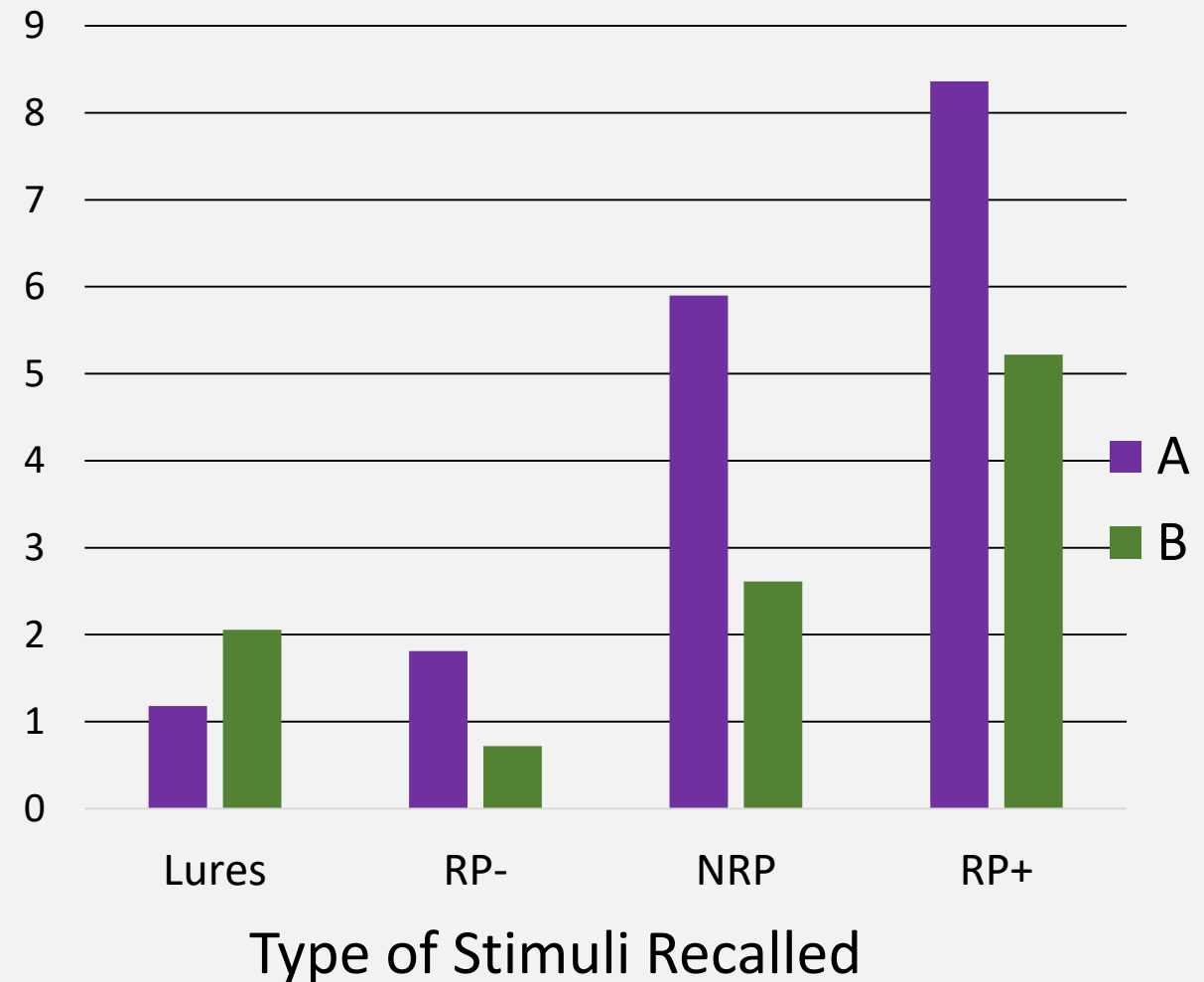
Retrieval phase: Category-Cued Recall

WeTube Results

Mean Scores by Set- Explicit



Mean Scores by Set- Implicit



Implications

- Brands are subject to RIF effects
 - Even when an explicit effort is made to memorise the brands
- RIF manipulations occur for ecologically valid online content
- Indicates risk of consumers being manipulated into remembering or forgetting certain brands
- For companies not advertising when competitors do could lead to negative effects from RIF

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