

EXPERIMENTAL REPORT

PRACTICAL-2

PSYP402

Introduction:

In this Practical, we'll show how the human brain learns in traditional situations. How people come to associate nonsensical syllables with either positive or negative adjectives can affect how they learn to like things.

Aim/Purpose:

To see if linkage between nonsense syllables and words that are positive or negative can affect how much people like the nonsense syllables.

Hypothesis:

"The nonsense syllables paired with positive words will be liked more than those paired with negative words."

Variables: We will look at both independent and dependent variables in this experiment.

Independent variables: Nonsense syllables are the independent variables.

Dependent variables: Liking and disliking are dependent variables.

Method:

Participants:

Participant no.	1st	2nd	3rd
Age	23	25	29
Gender	Male	Male	Female
Education	F. Sc	Bachelors	Masters

Apparatus:

- Use of flash cards to write nonsensical syllables on a list of nonsense syllables
- Marker, paper, pointer and whitener
- Water bottle and facemasks for safety precautions
- Coffee beans to help participants clear out their olfactory palate and prevents them from experiencing olfactive fatigue
- Each card should be presented with an adjective

- A recording sheet that contains nonsense syllables

Instructions:

- I told the participants that practicing the experiment would help them comprehend it better.
- Throughout the test, I'll show you some flash cards with nonsense syllables written on them.
- There will be an adjective for each nonsense syllable.
- All of the participants will be handed a record sheet to indicate the nonsense syllables connected to each adjective after the flash cards have been finished.

Procedure:

- For practical experience, three volunteers were asked to step forward.
- They gave me their complete consent when I explained the experiment and provided details.
- I put meaningless words on flashcards and slowly unveiled each card.
- When I display flashcards with absurd words, I declare aloud that the adjectives correspond to the absurd letters on the cards.
- I do this for each flashcard, showing one with a different fictitious letter and speaking aloud the adjective.
- For each nonsense letter, I went through the exact same technique twice.
- After compiling the list of nonsense letters, I distributed recording sheets containing nonsense letters and asked participants to group the nonsense letters according to which adjectives they were linked with.

Non-sense syllables	Adjectives
Alpha	Fruity
Bravo	Pungent
Charlie	Woody
Delta	Mint
Echo	Chemical
Foxtrot	Fragrant

Recording sheet:

Rating	Dislike Extremely	Dislike very much	Neither Like nor Dislike	Like Very Much	Like Extremely
Alpha	1	2	3	4	5
Bravo	1	2	3	4	5
Charlie	1	2	3	4	5
Delta	1	2	3	4	5
Echo	1	2	3	4	5
Foxtrot	1	2	3	4	5

Participant No.	Age	Alpha	Bravo	Charlie	Delta	Echo	Foxtrot	Positive	Negative
1	23	2	2	2	5	4	5	14	6
2	25	4	2	4	5	4	5	22	2
3	29	3	2	3	5	4	5	15	7
Total		9	6	9	15	12	15	51	15
Average Total/3		3	2	3	5	4	5	17	5

Discussion:

- In this study, we examined whether correlations between nonsense syllables and positive and negative terms could influence people's preferences for nonsense syllables through an association process.
- The Answer we've got is yes, when we performed an experiment with some willing volunteers.
- The implications of these findings shed light on the intricate cognitive processes underlying individuals' responses to language and stimuli that lack inherent meaning.
- We discovered that nonverbal people identify positive words more strongly than negative ones.

Conclusion:

In our research endeavour, we conducted a comprehensive investigation to ascertain the influence of associations between nonsensical syllables and positive and negative words on individuals' preferences for such syllables. Our primary objective was to explore the potential impact of associative processes on the formation of preferences. Remarkably, our findings unequivocally demonstrate that individuals possess a remarkable aptitude for acquiring associations between nonsensical syllables and positive words, a process that transpires with remarkable ease. Moreover, our results indicate a clear tendency among participants to respond favourably to positive remarks, exhibiting a discernible preference for them over their negative counterparts. These significant empirical observations shed light on the intricate mechanisms underlying human cognition and provide valuable insights into the subjective evaluation of stimuli in the realm of nonsensical syllables.