

## Incidental and Intentional Learning

- When to use:** When teaching about incidental and intentional learning, or depth of processing.
- Purpose:** To demonstrate the non-effect of intention and also includes depth of processing.
- Materials:** Each person needs a copy of one of the Group sheets. Also, a PowerPoint slide with the 24 words on them, animated to reveal one word at a time.
- Directions:** Tell the students to read the instructions on their sheet of paper. Tell the students that they will see 24 words, each word for 5 seconds. When each word is revealed, they must answer the question from their sheet in regards to the revealed word.
- When the 24 words have been revealed, wait 10 seconds and then have each student write down as many words as they can recall from the list of 24 words. Write the average result of each group on the board or a slide.
- Time:** This activity should take about 15 minutes.
- Notes:** It will take a couple of words for the students to get the hang of the “their” question and the routine. You may want to give the students about 8 seconds for the first couple of words, then go with 5 seconds for each word.
- Groups A and B score about 10 each.  
Groups C and D score about 5 each.
- Source:** I have no idea where I picked up this activity. Maybe one of the *Activities Handbook for the Teaching of Psychology* books (volumes 1-4 by APA), but I cannot seem to find it. If you know, please let me know (Peter Doolittle, pdoo@vt.edu).

### Experiment #3 - Group A

**Directions:** Rate the “pleasantness” of each word, 1 = very pleasant to 5 = very unpleasant. Pleasantness is how much you like the word. When this experiment is over, you will be asked to recall the words on the list.

- |          |          |           |           |           |           |
|----------|----------|-----------|-----------|-----------|-----------|
| 1. _____ | 5. _____ | 9. _____  | 13. _____ | 17. _____ | 21. _____ |
| 2. _____ | 6. _____ | 10. _____ | 14. _____ | 18. _____ | 22. _____ |
| 3. _____ | 7. _____ | 11. _____ | 15. _____ | 19. _____ | 23. _____ |
| 4. _____ | 8. _____ | 12. _____ | 16. _____ | 20. _____ | 24. _____ |

### Experiment #3 - Group B

**Directions:** Rate the “pleasantness” of each word, 1 = very pleasant to 5 = very unpleasant. Pleasantness is how much you like the word.

- |          |          |           |           |           |           |
|----------|----------|-----------|-----------|-----------|-----------|
| 1. _____ | 5. _____ | 9. _____  | 13. _____ | 17. _____ | 21. _____ |
| 2. _____ | 6. _____ | 10. _____ | 14. _____ | 18. _____ | 22. _____ |
| 3. _____ | 7. _____ | 11. _____ | 15. _____ | 19. _____ | 23. _____ |
| 4. _____ | 8. _____ | 12. _____ | 16. _____ | 20. _____ | 24. _____ |

### Experiment #3 - Group C

**Directions:** Indicate, yes or no, whether each word has an “a” or an “f” in it. When this experiment is over, you will be asked to recall the words on the list.

- |          |          |           |           |           |           |
|----------|----------|-----------|-----------|-----------|-----------|
| 1. _____ | 5. _____ | 9. _____  | 13. _____ | 17. _____ | 21. _____ |
| 2. _____ | 6. _____ | 10. _____ | 14. _____ | 18. _____ | 22. _____ |
| 3. _____ | 7. _____ | 11. _____ | 15. _____ | 19. _____ | 23. _____ |
| 4. _____ | 8. _____ | 12. _____ | 16. _____ | 20. _____ | 24. _____ |

### Experiment #3 - Group D

**Directions:** Indicate, yes or no, whether each word has an “a” or an “f” in it.

- |          |          |           |           |           |           |
|----------|----------|-----------|-----------|-----------|-----------|
| 1. _____ | 5. _____ | 9. _____  | 13. _____ | 17. _____ | 21. _____ |
| 2. _____ | 6. _____ | 10. _____ | 14. _____ | 18. _____ | 22. _____ |
| 3. _____ | 7. _____ | 11. _____ | 15. _____ | 19. _____ | 23. _____ |
| 4. _____ | 8. _____ | 12. _____ | 16. _____ | 20. _____ | 24. _____ |

material  
mode  
applied  
try  
area  
leisure  
spring  
brown  
branch  
kind  
heart  
apple  
adolescent  
meet  
picture  
educate  
swing  
quote  
grass  
carpet  
problem  
read  
yellow  
curve