

Remembering Route in an Unfamiliar Homogenous Environment

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Abstract : The objective of our study was to compare two techniques (no landmark vs imaginary landmark) of remembering route while traversing in an unfamiliar homogenous environment. We used two videos each having nine identical turns with no landmarks. In the first video participant was required to remember the sequence of turns. In the second video participant was required to imagine a landmark at each turn and associate the turn with it. In both the task the participant was asked to recall the sequence of turns as it appeared in the video. Results showed that performance in the first condition i.e. without use of landmarks was better than imaginary landmark condition. The difference, however, became significant when the participant were tested again about 30 minutes later though performance was still better in no-landmark condition. The finding is surprising given the past research in memory and is explained in terms of cognitive factors such as mental workload.

Keywords : wayfinding, landmarks, unfamiliar environment, cognitive psychology

Conference Title : ICCP 2015 : International Conference on Cognitive Psychology

Conference Location : Istanbul, Turkey

Conference Dates : May 21-22, 2015