

PERCEPTION OF VEHICLE SPEED BASED ON VERB USAGE AND TIME ELAPSED

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Our poster will present information found during a replication of Loftus and Palmer's (1974) study, a work that suggests one's perception of a vehicle's speed will vary based upon the verb used when asking the participant about the event. The results also show that those given the verb "smashed" (rather than "hit") in their questioning are also more likely to believe that they had seen broken glass when in fact there was none present. Many studies in the field allude to the fact that one's perception or memory can in fact be manipulated. There are numerous studies supporting this finding, such as Shermer (2011), whose work centered on participants' recollection of crimes witnessed, which suggest that our memories can be easily influenced, and that it can happen without an individual knowing it. These studies suggest that memory errors can be easily created and manipulated.