Abstract

The present study was designed to investigate the influence of listener's emotional mood, status version of conversation and speaker's status on conversation memory. A 2 X 2 X 2 X 2 factorial design of experiment in which two socio-economic variables (listener's socio-economic status, speaker's socio-economic status), one personality variable (emotional mood) and one task variable (version of the conversation remarks) each varying in two ways, were used. The two values of socio-economic status were (a) high socio-economic status (b) low socio-economic status; for both speaker as well as for listener. The two values of emotional mood (a) elated mood (b) depressed mood; and two values of version of conversation remarks were assertive and non-assertive. Thus there were sixteen groups of subjects, each group consisted of twenty five subject. Each groups of subjects were asked to read a fictional conversation between two individuals and later on each group was tested for conversation memory by recall method. The data were tabulated group wise ands were analysed by means of four ways Analysis of Variance to draw the necessary inferences. All the main effects were found to be significant. Out of six first order of interactional effects, three were significant and remaining three were insignificant.
More specifically it was found that (a) speaker's status has differential effect on conversation memory; the remarks of the speaker having high status were better remembered than the same remarks of the speaker having low status; (b) Listener's (subjects) having low status show better conversation memory than the listeners having high status; (c) listener's emotional mood had differential effect on conversation memory; depressed subjects had better conversation memory than elated subjects; (d) version of the conversation remarks also influenced conversation memory, i.e. assertive version of the remarks were better remembered than non-assertive version of remarks; (e) there is an interactional effect of speaker's status and listener's status on conversation memory; (f) no significant interactional effect of speaker status and listener's emotional mood; (g) no significant interaction effect between speaker's status and version of conversation remarks; (h) no significant interaction effect between listener’s status and listener's emotional mood; (i) there is an interactional effect of listener's status and version of conversation remarks; (j) there is interactional effect of listener's emotional state and version of the conversation remarks on conversation memory. The findings were explained in the light of previous findings and existing theories. practical implications of the findings were made explicit and suggestions for future research were made.