The present study was aimed at investigating the effects of personality, elaboration of encoding and time delay on retention. On the basis of the revised model of levels of processing (Craik & Tulving, 1975), and Eysenck's personality theory, the following hypotheses were advanced:

1. The extraverts would show more retention on immediate recall, while the introverts would show more retention on the delayed recall.

2. The retention would be more in the more elaborated condition as compared to the less elaborated condition.

3. The retention would be more in immediate recall than the delayed recall.

4. There would be an interaction between extraversion-introversion and retention intervals.

5. There would be an interaction between elaboration and time delay.

The Hindi version of the Eysenck Personality Inventory was initially administered on 900 students. Two hundred and seventy six students who had a lie score of five or more were discarded. The mean and standard deviation of the remaining 624 students for the extraversion scores were 10.34 and 2.94 respectively. Taking the criterion of mean ± 1.5 Σ.D., 30 extreme scorers, i.e., 40 extraverts and 40 introverts were selected. The subjects with a score of six or less were placed in the introvert group while subjects with
a score of 15 or more were placed in the extravert group. These subjects were randomly assigned to various experimental conditions in such a manner that 10 subjects could be tested in each condition.

A list of 30 similes in Hindi (patterned after Stein, 1977) was prepared and used. The similes were selected in such a manner that in addition to classifying these as 'good', 'moderate' and 'poor', these could also be classified into 'animate' and 'inanimate' categories.

The subjects were first required to classify the similes in one of the two ways. Following this, half of the subjects of each personality group were tested immediately after the similes classification task for their retention (free-word recall) while the other half of the subjects of each personality group were tested for their retention (free-word recall) following a twenty-four hour delay.

The study involved a 2x2x2 factorial design, i.e., it involved two levels of each of the three variables under study, namely, personality, elaboration of encoding and time delay. The data comprising the retention scores were analysed by analysis of variance and the Newman-Keuls' test. The 'simple main effects', 'simple, simple main effects' and 'simple interaction effects' were also carried out to determine the locus of interaction effects.
The following conclusions were drawn on the basis of results:

1. Personality has no overall significant effect on retention performance due to counterbalancing of crossover effect of the interaction between personality and time-delay.

2. More elaboration leads to significantly greater retention performance.

3. Time delay deteriorates the retention performance significantly.

4. The interaction between personality and elaboration has no significant effect on retention performance.

5. The interaction between personality and time delay has a significant effect on retention performance.

6. The interaction between elaboration and time delay has no significant effect on retention performance.

7. The three-way interaction among personality elaboration and time-delay has a significant effect on retention performance.