The present study incorporates two types of independent variables - the first being presentation form in terms of two single and one double coded information i.e. names, faces and names with faces. The second being two types of recognition - names & faces. Thus, four separate conditions emerged by the net work of two variables as under:

<table>
<thead>
<tr>
<th>Conditions</th>
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<tbody>
<tr>
<td>Presentation</td>
</tr>
<tr>
<td>Form</td>
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<tr>
<td>Single Form (name)</td>
</tr>
<tr>
<td>Recognition</td>
</tr>
<tr>
<td>Task</td>
</tr>
<tr>
<td>Name</td>
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<tr>
<td>Face</td>
</tr>
<tr>
<td>Name</td>
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<tr>
<td>Face</td>
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<td>Task I</td>
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<td>Task II</td>
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<td>Task III</td>
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<td>Task IV</td>
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Thus, a single factor design with four separate groups was formulated under each condition subject will be asked to recognize either name or face and the judgement reaction time will be recorded. Correct responses will form two different categories -
recognizing old as old and new as new. Both the
responses and their reaction time constitute de- pen-
dent measures.

Sample:

In this study 40 subjects were participated. All
the subjects were female from under- graduation classes.
The 40 subjects were randomly selected out of which
10 girls from every class i.e. 10 + 1, B.A. I, B.A. II
and B.A. III years. In this way age, sex and education
variables were controlled. All these 40 girls were
divided in different four conditions by the lottery
method. This way total 40 subjects were taken on
random basis from among the undergraduate students
of various departments of M.D. University College
and Government College, Rohtak. Thus 10 subjects
participated in each condition differently.

Material:

The material for the present experiment was
taken in the form of names and photographs. First
of all 80 names of unknown persons were taken. These
names were christ- ian names and found unfamiliar to
Indian subjects. Then the list of 80 names of
unknown persons were given to 20 judges to give their
judgements, 40 names were selected including 20 males
and 20 females. Out of which 20 names (including 10 males + 10 females) were used in the presentation phase and the rest of the 20 names were mixed and used in the test phase. Every name was written on a card. The card was having 4.9 inches length and 2.8 inches width. After preparing these cards, they were presented by Tachistoscope.

The Eysenck Personality Inventory was given to every subject. The photographs for this experiment were made in this way. Two albums of photographs were made. In the first album, there were 20 photographs (10 males + 10 females) and in the second album, there were 40 photographs (20 old and 20 new). And the selected 40 photographs in second album were of 20 males and 20 females. All these photographs were similar in size and also they were black and white, unknown to the subjects. All the photographs were having same background. They were having naturalness on their faces i.e. the pictures were not representing any emotion. The male photographs were of clean face and without beard. The female photographs selected were of roughly same hairstyle. All the photographs of males and females were without spectacles. The size of the photographs were 7 x 7 cm, each.

Along with this material, one stop watch was
also used to note down the reaction time taken by the subject and also used to keep presentation time fixed for 5 seconds.

Procedure:

The four groups formed randomly were assigned to one of the four condition as designed, again by random lottery method.

The experiment was set up in psychology laboratory. There were some experimental arrangements. There was a large table on which 40 cards of names were also kept. The tachistoscope was placed at a distance of 3 feet from the subject's chair. One stop watch was also used to keep the response time, there was one experimenter setting in the laboratory.

The job of experimenter was to expose the cards tachistoscopically and to note down the answers given and to record the time taken by the subjects. This way experimenter was busy in exposing cards and recording the time and the answer. The job of the subject was to look at the tachistoscope, read thenames for five seconds and then the second card was presented.

In this way 20 cards of the names were presented. After presenting the 20 cards of the names, E.P.I. was given to be filled in by subjects. After completing the E.P.I. form, 20 old cards which were previously
seen by the subject and 20 new cards were mixed by experimenter. This way, these 40 cards were presented in random order. Therefore the subject's response was required to give response in old or new and the judgement time was noted down.

Instructions:

The following instructions were given to the subjects of first condition.

We are attempting to investigate the memory of names and faces. This experiment is relating to names and faces. We shall show you 20 cards. The cards will be presented by the tachistoscope. On the card, the name of some person would be written. Every card will be there in the tachistoscope for five seconds. You should read it with full attention and recognition. After seeing these 20 cards one personality test will be given to you for finding out of personality and its different aspects. Then some cards will be presented and you will be asked about their presentation. This way you will give your judgement regarding the cards presented to you previously and try to give your response quickly as well as accurately. During the presentation phase, please concentrate on the window of the tachistoscope. In the testing phase, as soon as the name is presented, you read it and tell about
the person whose name you have already read. This way you will give your judgement of 40 names (regarding the old or new name).

The above mentioned instructions were given to every subject before starting the experiment and the experiment was conducted on subjects one by one. As soon as the subject entered the room, first of all the rapport was established with the subject by the experimenter and some related informations were given to the subject. Total 10 subjects participated in the first condition.

Then the actual experiment was started and firstly 20 cards were presented through the tachistoscope in first condition and then E.P.I. was handed over to be filled in by the subject. After filling the form, the new 20 names were mixed with the old 20 names and they were shuffled and presented to the subject. The subject indicated here judgement by speaking the response (old or new). If the name was seen previously by the subject then called old and if it was not seen earlier, it was called new. The response and the judgement time was recorded by the experimenter. This way first condition was completed on 10 female subjects.
In the second condition of the same experiment, photographs were used, 10 subjects participated in this condition. Total 20 photographs (10 males + 10 females) were presented and before starting the experiment following instructions were given to each subject when called in.

Instructions:

The following instructions were given to the subjects of second condition.

We are attempting to investigate the memory of names and faces. This experiment is related to faces only, I will show you an album of photographs. You should look at the album attentively. After seeing the album I will give you a test of personality. In this test there are some questions you will have to give response in "yes" and "no". After filling the test, I will show you another album of photographs. In this album you will find some photographs old and others will be new. After seeing the photographs you will tell me something about the "old or "new" photographs. Your answer will be required quickly. So you will give the response as soon as it is possible.

After giving the instructions the experiment was started and the experiment arrangements were same now. First of all album consisting 20 photographs of males
and females was presented. The presentation of each
and every photograph was held constant by the examiner.
In the presentation phase subject was to look at the
photographs only. Thus after this E.P.I. was given to
each and every subject to be filled in. The E.P.I. was
used in between the two (Presentation and test) phases
in order to see the relationship of memory and personality
and mainly to fill the gap between two phases. After the
subject has completed E.P.I., another album of photographs
containing the new and old photographs was presented.
The subjects were asked while seeing the second album
which photograph is new and which one is already seen by
the subject. This way subjects started giving their
judgements after looking at the second album. The
experimenter was thus noting down each and every respon-
se given by the subject and also the time taken to
give response regarding the old and new photographs.
This way 10 subjects in second condition were used and
made free.

After completing the second condition, third
condition of the same experiment was started. In this
condition, ten subjects participated. They were shown
photographs of the same 20 persons (10 males and 20
females unfamiliar to subjects) with their labels
(names) below the photographs. After this E.P.I. was
given to each and every subject to be filled. And subjects were asked about the names of 40 persons whether they have already read it or not in which they were presented name of 40 persons tachistoscopically and were to recognize the old and new names.

Before starting the third condition the following instructions were given to subject:

"Look, I will show you one album of photographs of some persons, you are supposed to look at the photographs. The names of those persons are also written below their photographs. You look at them attentively and this way total 20 photographs, will be given then one personality test E.P.I. in which you are required to find your answer by marking yes or no. After that you will be presented the names of some persons tachistoscopically. You are required to tell whether you have already read their names previously while looking at their photographs or not. This way you will recognize the names of new or old names. Try to give your response as quickly as it is possible.

Thus after giving above instructions actual experiment was started and one subject was called in the laboratory at a time. Total 10 subjects participated in the third conditions in which photographs with names were presented one by one and in test phase
after fulfilling the personality inventory, the names of the persons were presented and were required to five their judgements as they have already read while looking at the photographs. This way total ten subjects gave their judgements telling that they have read the name of the person previously or not. Those names which were read previously called old or others were called new. So subject's response was 'old' or 'new'. The response and the judgement time was noted by the experimenter.

After completing this condition on ten subjects the experimenter started the fourth condition on last ten subjects. In the fourth condition 10 different subjects participated and were instructed as you will be shown one album of photographs (10 males + 10 females).

You are required to look at the photograph attentively and also read their names written below each photographs. After this you will be given one test of personality to be filled in which you have to mark either yes or no. After completing this test of personality, you will see the album of photographs. In this album you will tell something about the "old" or "new". As soon as the photograph will be presented, you look at it and tell about the photograph, you have already seen or not. This way you give your judgement about 40 photographs. You will give the response as soon as it is possible.
After giving the instructions, the subjects were shown the same album of 20 photographs one by one keeping time constant by the experimenter. After completing the presentation phase the subjects were given the E.P.I. form in which they were to mark either yes or no. After completing the form the subjects shown the albums of photographs. They were to see the photograph of the person from the album and tell about the same whether they have previously seen it or not. Here the experimenter was to note down the time taken by the subject to give response as well as the correctness. Total ten subjects participated in the same manner. The response and the reaction time was recorded by the experimenter.

In this way the whole experiment was conducted in four different conditions on different subjects separately. The results of the subjects were obtained in four types i.e. subjects were to recognize and tell about the old card as old. Similarly new card was to be recognized as new. In the same manner when subject could not recognize correctly she might say new to an old name/picture and vice versa (old name/picture to be recognized as new picture).