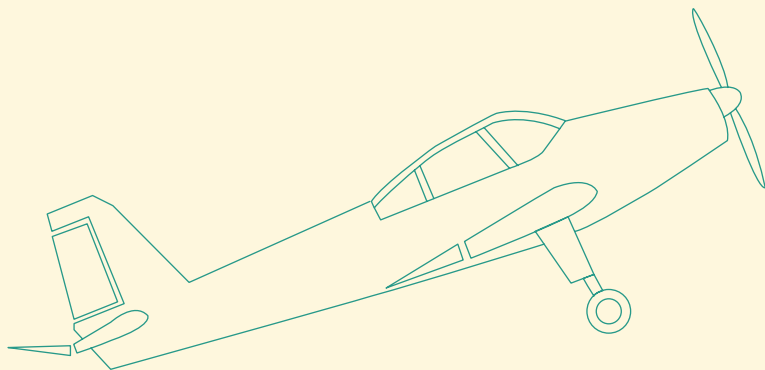


**Figure 8.1** Simple Objects Like Those Imagined by Subjects in Kosslyn's (1973) Experiment



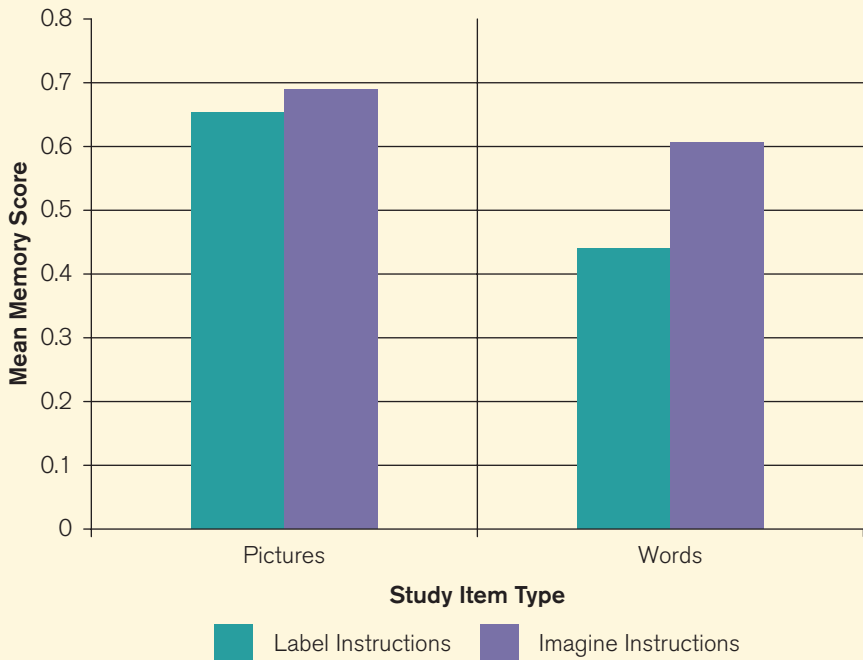
## Figure 8.2 Fictional Map Used in the Kosslyn, Ball, and Reiser (1978) Study



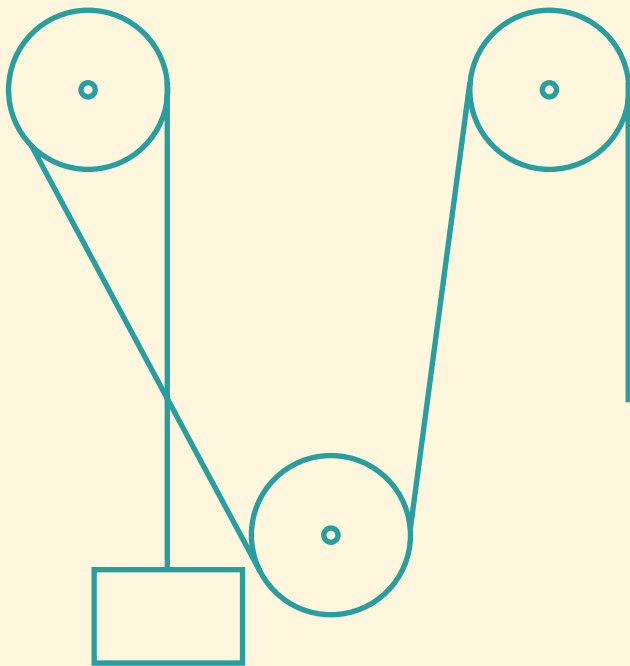
In a study by Kosslyn, Ball, and Reiser (1978, Experiments 2 and 3), subjects were asked to “mentally travel” across a map of a fictional island to different locations. Time to travel was longer for locations that were farther apart (e.g., longer from hut to grassy area than from hut to well).

SOURCE: Figure 2, Kosslyn, S. M., Ball, T. M., & Reiser, B. J. (1978). Visual images preserve metric spatial information: Evidence from studies of image scanning. *Journal of Experimental Psychology: Human Perception and Performance*, 4, 47–60.

**Figure 8.3** Results From Snodgrass and McClure's (1975) Study Showing Improved Memory for Words When Items Are Imagined

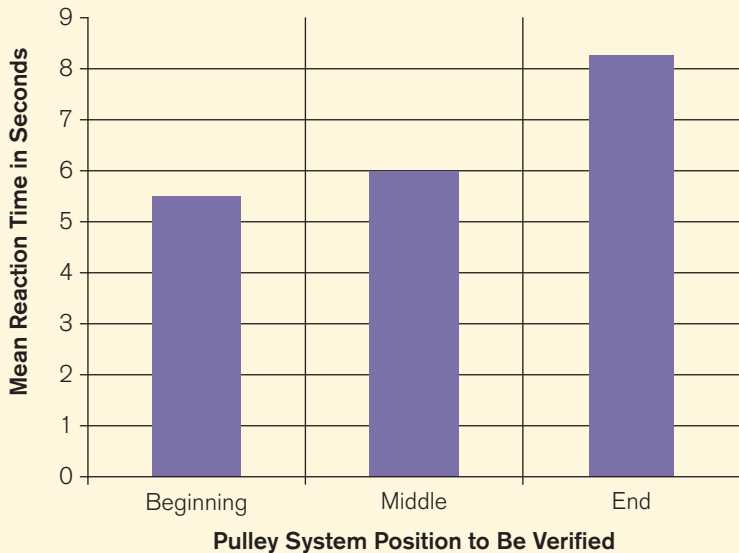


**Figure 8.4** Pulley System Problem Similar to Those Used in Hegarty (1992)



If the rope on the right is pulled, will the wheel on the top left move clockwise or counterclockwise?

**Figure 8.5** Results From Hegarty's (1992) Experiment 1 for Pulley System Statements That Involved Movement (collapsed across the two pulley systems used)



## Figure 8.6 Examples of Scenographic Images (Panel A) and an Abstract Image (Panel B) of a University Building

Panel A

View facing the men's room after getting off the elevator



View of the doors at the entrance to the plaza



View of the junction between the two parts of the basement level in front of Room 20J

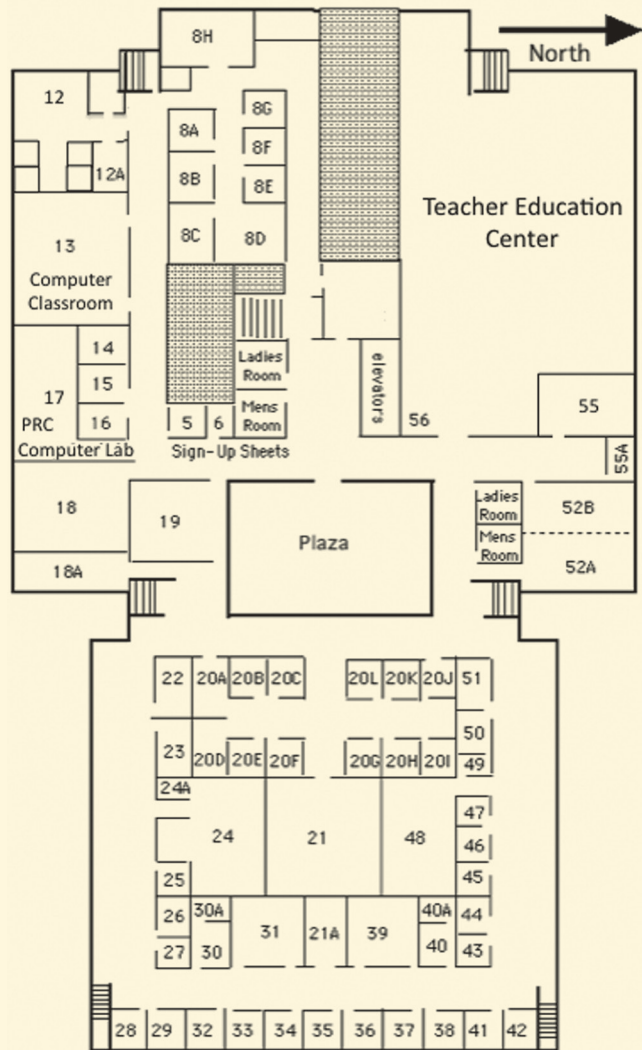


View at end of hallway in front of Room 17 containing the PRC and computer lab



Panel B – Abstract image of the basement level of DeGarmo Hall at Illinois State University

## DeGarmo Basement Level





**Photo 8.1** Spatial representation of the sentence “The boy flew his kite.”





**Photo 8.2** The pegword mnemonic technique involves the connection of placeholder words (e.g., one–bun, two–shoe, three–tree) with items one wishes to remember.



Stockbyte/Stockbyte/Thinkstock

**Photo 8.3** Imagery can aid in problem solving, such as determining the probability of choosing a spade at random from a deck of cards.



Ryan McVay/Photodisc/Thinkstock

**Photo 8.4** Research shows that mental imagery can aid in the solution of problems, such as with this gear system. If the gear on the right is turned clockwise, which direction will the gear on the left turn?



**Photo 8.5** Subjects in Klatzky et al.'s (1987) experiments could identify the correct hand configuration for grasping specific objects.



**Photo 8.6** Research suggests that imagining yourself performing a free throw shot using motor imagery can improve your performance.

## Table 8.1 Bizarreness Effect Activity

Choose one of the groups of sentences to read and imagine the scene depicted by each sentence as you read.

GROUP 1	GROUP 2	GROUP 3
The plumber lifted the mop out of the bucket.	The plumber juggled the mop out of the bucket.	The plumber juggled the mop out of the bucket.
The teacher sorted the homework in his file.	The teacher sorted the homework in his file.	The teacher burned the homework in his file.
The maid spilled ammonia on the table.	The maid licked ammonia on the table.	The maid licked ammonia on the table.
The gardener unloaded the mulch from the truck.	The gardener unloaded the mulch from the truck.	The gardener ate the mulch from the truck.
The reporter interviewed the senator at the charity event.	The reporter interviewed the senator at the charity event.	The reporter painted the senator at the charity event.