

# Source Memory is More Accurate for Subjective Claims Than For Objective Claims

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## Results

- **Key DV (within-subject):** Percentage of subjective claims correctly attributed to their sources – Percentage of objective claims correctly attributed to their sources
- **Main effect:** source memory is more accurate for subjective claims than for objective claims (Figure 1)

### Exp 1-3: Main Effect Observed

- Exp 1 (N=399) Claims about the world
- Exp 2A (N=501) AirBnB rental reviews
- Exp 2B (N=504) Goodreads book reviews
- Exp 2C (N=501) Medical claims
- Exp 3 (N=606) Medical claims - lay sources  
Medical claims - experts

### Exp 4-5: Process Evidence

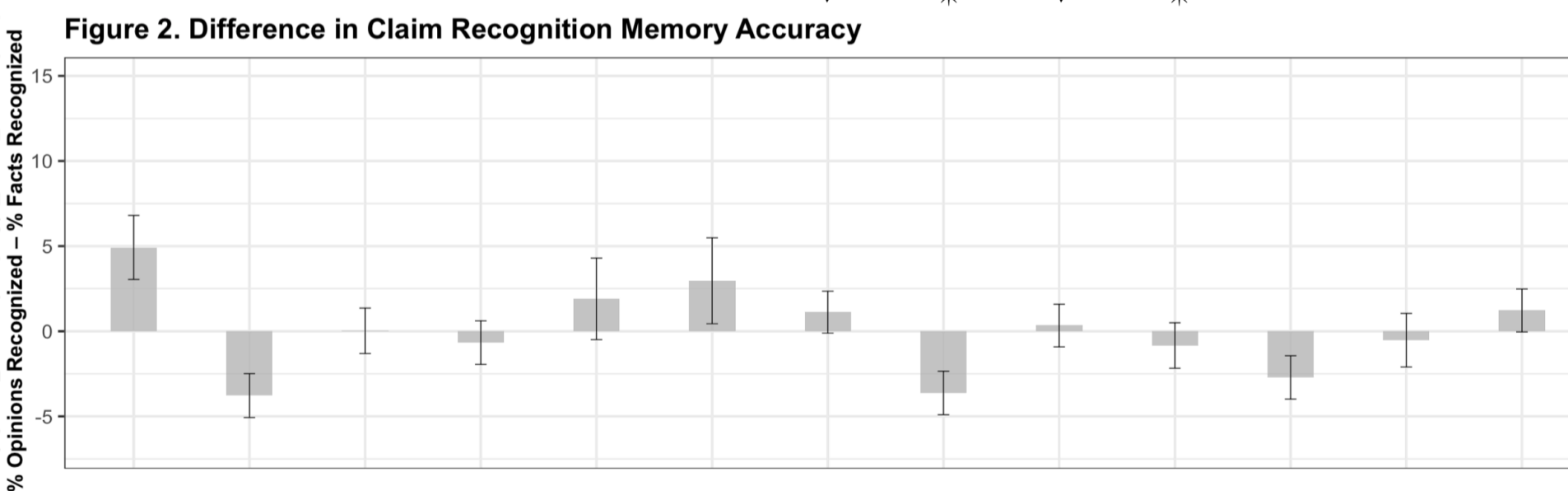
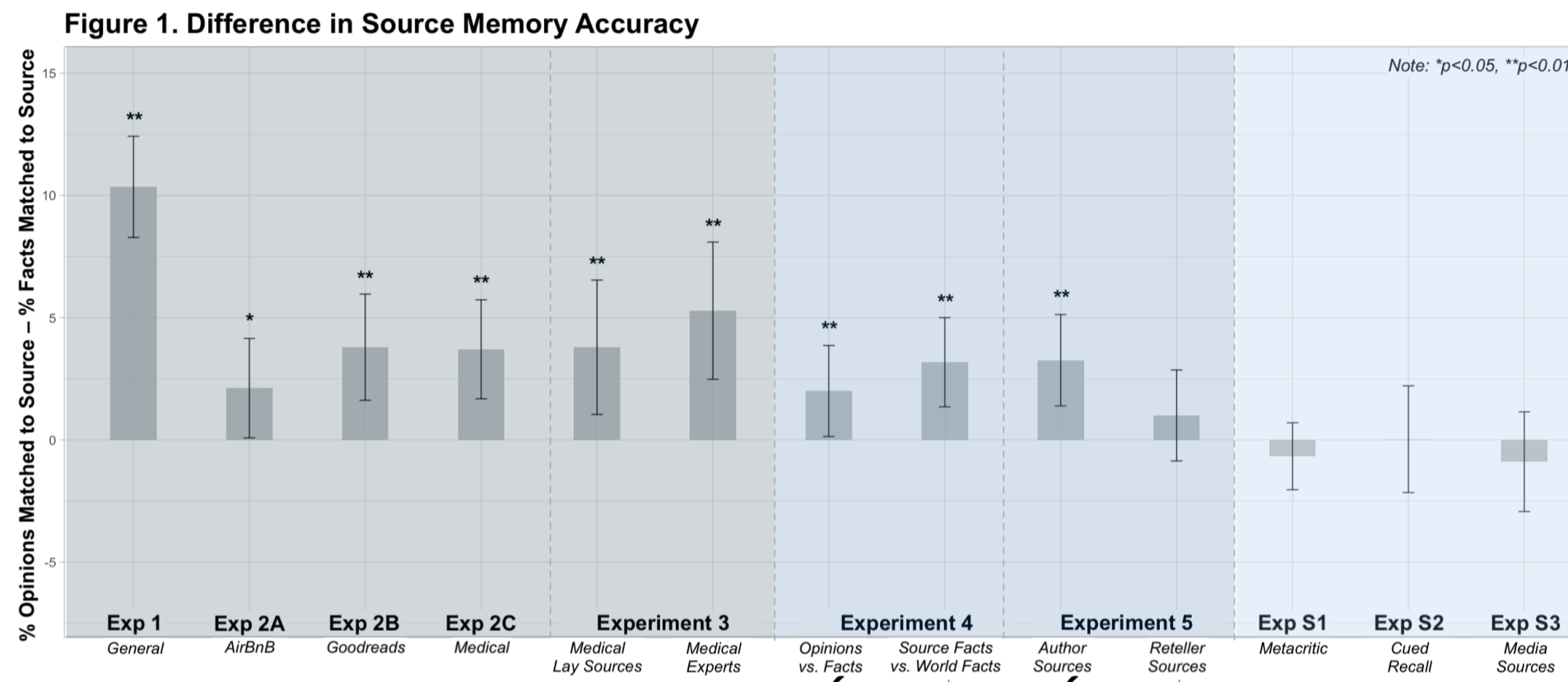
- Exp 4 (N=403)
  - ✓ Main effect replicated (*Opinions vs. Facts*)
  - \* Source memory is more accurate for facts that provide information about a source than for facts about the world
- Exp 5 (N=1,092)
  - ✓ Main effect replicated (*Sources as authors*)
  - \* When sources are not authors of claims, no effect of objectivity on source memory

### Exp S1-3: Main Effect Attenuated

- Exp S1 (N=499) High cognitive load
- Exp S2 (N=501) Cued Recall (*vs. Full Recall*)
- Exp S3 (N=601) Media sources

### Recognition Memory

- No consistent effect of claim objectivity on recognition memory across experiments (Figure 2)



## Discussion

Source memory has important downstream consequences for

- Perceived accuracy of information (Fragale & Heath, 2004)
- Persuasion and consumer choice (Bettman, 1979; Kumkale & Albaraccin, 2004)
- Public health behaviors (Morgan et al., 2020)
- Aging consumers (Hashtroudi et al., 1989)

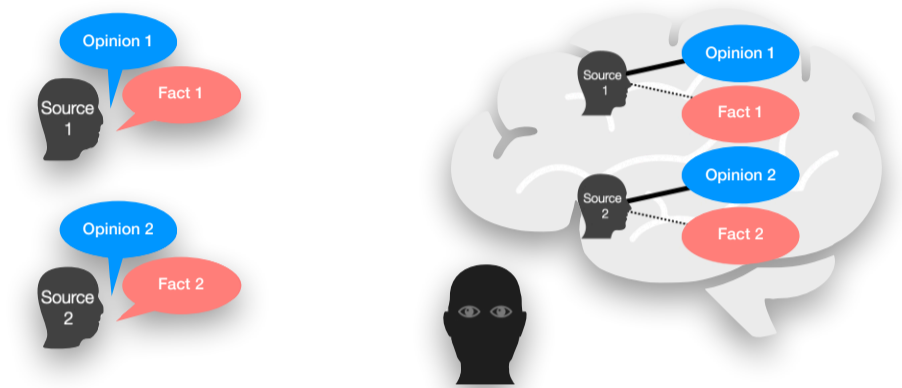
Our findings indicate that

- Source memory is influenced by claim effects – features of the claims themselves
- Objectivity is an important construct, affecting memory and judgment

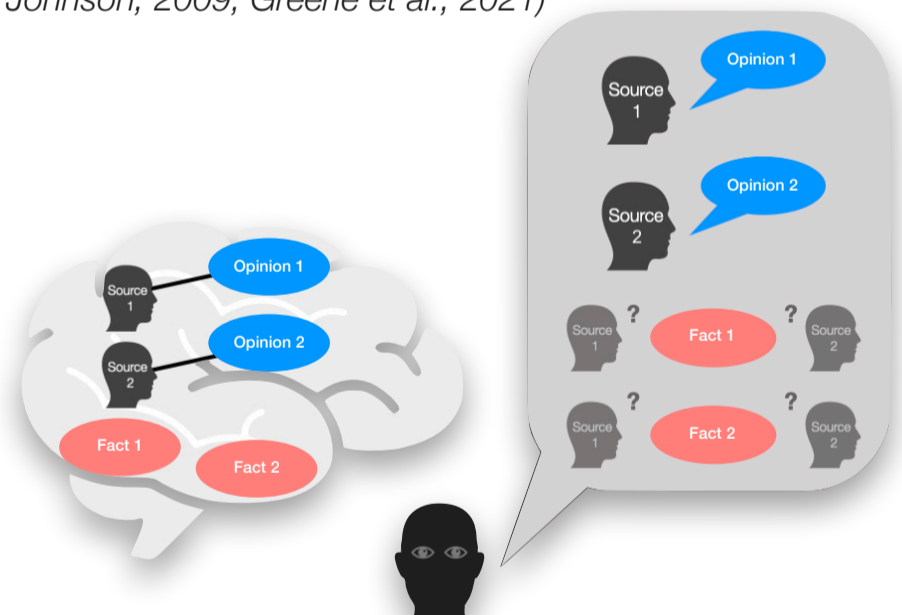
## Introduction

**Source memory:** the ability to link a claim to its original source

- **Encoding:** sources are linked to claims (Mitchell and Johnson, 2009)
  - **Subjective claims** provide more information about the source than do **objective claims** (Heiphetz et al., 2014)
  - Claim objectivity may affect the strength of source-claim binding during encoding and source memory accuracy during recall



- **Recall:** previously encoded source-claim links are used to identify a claim's source (Mitchell and Johnson, 2009; Greene et al., 2021)



## 3-Stage Experimental Design

(Kassam et al., 2009)

Encoding → Filler → Recall