

# LIST OF TABLES

Table		Page
1.	The Number of Female and Male Subjects Used for the Pilot-test . . . . .	50
2.	The Individual Scores of Subjects on the Respective Films Shown to Them in the Pilot-test . . . . .	59
3.	Mean Number of Words Correctly Answered by Female and Male Subjects during Successive Repetitions of the Films . . . .	61
4.	Significance of "t" Tests between Means of Female Groups for Different Pilot-test Films . . . . .	62
5.	Significance of "t" Tests between Means of Male Groups for Different Pilot-test Films . . . . .	62
6.	Significance of "t" Tests between Combined (Male and Female) Group Means for Different Pilot-test Films . . . . .	62
7.	Number of Female and Male Subjects in the Final Experiment .	66
8.	Testing Schedule of the Main Experiment . . . . .	67
9.	Mean Scores (Number of Words Right) of the Ten Female Groups for Successive Film Repetitions . . . . .	72
10.	Mean Scores (Number of Words Right) of the Ten Male Groups for Successive Film Repetitions . . . . .	73
11.	Mean and Sigma Values of the Learning Scores of Ten Female Groups on the Control and Experimental Film Versions . . . .	75
12.	Mean and Sigma Values of the Learning Scores of Ten Male Groups on the Control and Experimental Film Versions . . . .	75
13.	Mean and Sigma Values of Female and Male Groups' Retention Scores on the Control and the Experimental Film Versions . .	78
14.	Analysis of Variance of the Learning Pre-test Scores of 11 Groups of Subjects (Female and Male Subjects Combined in Each Group) . . . . .	80
15.	Analysis of Variance of Groups which Came on Tuesday and Groups which came on Other Days, during the First Week's Testing . . . . .	80

# LIST OF TABLES (Continued)

Table	Page
16. Analysis of Variance of the Learning Pre-test Scores for 11 Female Groups . . . . .	80
17. Analysis of Variance of the Learning Pre-test Scores for 11 Male Groups . . . . .	81
18. Analysis of Variance of the Learning Pre-test Scores of the Groups which Came on Tuesday and the Groups which came on Other Days during the First Week's Testing . . . . .	81
19. Analysis of Variance of the Learning Pre-test Scores of Ten Female Groups . . . . .	83
20. Analysis of Variance of Learning Scores of Female Groups on the Experimental Film Versions . . . . .	83
21. Analysis of Covariance of Adjusted Scores of Females on Different Film Versions . . . . .	83
22. The "t" Ratios for the Adjusted Differences of Mean Scores of Female Groups on Different Film Versions . . . . .	85
23. Analysis of Variance of the Pre-test Scores of Ten Male Groups . . . . .	88
24. Analysis of Variance of Male Scores on Different Film Versions . . . . .	88
25. Analysis of Covariance of Adjusted Scores of Males on Different Film Versions . . . . .	88
26. Analysis of Variance of Retention Pre-test Scores of Female Groups . . . . .	90
27. Analysis of Variance of the Retention Scores of Female Groups for Different Film Versions . . . . .	90
28. Analysis of Covariance of the Adjusted Retention Scores of Female Groups . . . . .	90
29. Analysis of Variance of the Retention Pre-test Scores for Male Groups . . . . .	92
30. Analysis of Variance of the Retention Scores of Male Groups for Different Versions . . . . .	92

# LIST OF TABLES (Continued)

Table		Page
31.	Analysis of Covariance of the Adjusted Retention Scores of Male Groups . . . . .	92
32.	Analysis of Variance of the Learning Pre-test Scores of Female Groups . . . . .	94
33.	Analysis of Variance of the Learning Scores of Female Groups for Different Film Versions . . . . .	95
34.	Analysis of Variance of the Deviations from Regressed Learning Scores of Female Groups (1). . . . .	96
35.	Analysis of Variance of the Deviations from the Regressed Learning Scores of Female Groups (2). . . . .	97
36.	Analysis of Variance of the Learning Pre-test Scores of Male Groups . . . . .	99
37.	Analysis of Variance of the Learning Scores of Male Groups from Different Film Versions . . . . .	99
38.	Analysis of Variance of the Deviations from Regressed Learning Scores of Male Groups (1). . . . .	100
39.	Analysis of Variance of the Deviations from Regressed Learning Scores of Male Groups (2). . . . .	100
40.	Analysis of Variance of the Retention Scores of Female Groups . . . . .	102
41.	Analysis of Variance of the Retention Scores of Female Groups for Different Film Versions . . . . .	102
42.	Analysis of Variance of the Deviations from Regressed Retention Scores of Female Groups . . . . .	103
43.	Analysis of Variance of the Retention Pre-test Scores of Male Groups . . . . .	104
44.	Analysis of Variance of the Retention Scores of Male Groups on Different Film Versions . . . . .	104
45.	Analysis of Variance of the Deviations from Regressed Retention Scores of Male Groups . . . . .	106

# LIST OF TABLES (Continued)

Table		Page
46.	Significance of "t" Ratios between Regressed Deviations of Male Groups on Retention Tests . . . . .	106
47.	Full Data on the Female Subjects Used in the Main Experiment for Film Version #1 and Their Individual Scores . . . . .	152
48.	Full Data on the Female Subjects Used in the Main Experiment for Film Version #2 and Their Individual Scores . . . . .	153
49.	Full Data on the Female Subjects Used in the Main Experiment for Film Version #3 and Their Individual Scores . . . . .	154
50.	Full Data on the Female Subjects Used in the Main Experiment for Film Version #4 and Their Individual Scores . . . . .	155
51.	Full Data on the Female Subjects Used in the Main Experiment for Film Version #5 and Their Individual Scores . . . . .	156
52.	Full Data on the Female Subjects Used in the Main Experiment for Film Version #6 and Their Individual Scores . . . . .	157
53.	Full Data on the Female Subjects Used in the Main Experiment for Film Version #7 and Their Individual Scores . . . . .	158
54.	Full Data on the Female Subjects Used in the Main Experiment for Film Version #8 and Their Individual Scores . . . . .	159
55.	Full Data on the Female Subjects Used in the Main Experiment for Film Version #9 and Their Individual Scores . . . . .	161
56.	Full Data on the Female Subjects Used in the Main Experiment for Film Version #10 and Their Individual Scores . . . . .	162
57.	Full Data on the Male Subjects Used in the Main Experiment for Film Version #1 and Their Individual Scores . . . . .	163
58.	Full Data on the Male Subjects Used in the Main Experiment for Film Version #2 and Their Individual Scores . . . . .	164
59.	Full Data on the Male Subjects Used in the Main Experiment for Film Version #3 and Their Individual Scores . . . . .	165
60.	Full Data on the Male Subjects Used in the Main Experiment for Film Version #4 and Their Individual Scores . . . . .	166

# LIST OF TABLES (Concluded)

Table		Page
61.	Full Data on the Male Subjects Used in the Main Experiment for Film Version #5 and Their Individual Scores . . . . .	167
62.	Full Data on the Male Subjects Used in the Main Experiment for Film Version #6 and Their Individual Scores . . . . .	168
63.	Full Data on the Male Subjects Used in the Main Experiment for Film Version #7 and Their Individual Scores . . . . .	169
64.	Full Data on the Male Subjects Used in the Main Experiment for Film Version #8 and Their Individual Scores . . . . .	170
65.	Full Data on the Male Subjects Used in the Main Experiment for Film Version #9 and Their Individual Scores . . . . .	172
66.	Full Data on the Male Subjects Used in the Main Experiment for Film Version #10 and Their Individual Scores . . . . .	173