- **Visual short-term memory units – objects or spatial locations: Lee, Chun (2001)**

- **Capacity of visual working memory for features and conjunctions: Luck, Vogel (1997)**

- **Storage in visual working memory: Vogel, Woodman, Luck (2001)**

- **Social facilitation: “The dynamogenic factors in pace-making and competition”, Triplett (1898)**

- **Availability bias: “Judgment under uncertainty: heuristics and biases”, Kahneman & Tversky (1974)**

- Memory and levels of processing: Craik and Lockhart (1972) or (1974) or (1975)

- Visual grouping in memory: Bower et. al (1969)

- Zeigarnik Effect – interference reinforces memory (1927)

- Walking through doorways decreases memory: Radvansky, Krawietz and Tanplin (2011)

- Availability hypothesis: Tversky and Kahneman’s (1973) If people recall more items from one set than from another they assume (heuristically) that there actually were more in the former set.

- Person perception: Versions of Asch’s (1946) ‘warm’ ‘cold’ traits paradigm, Anderson & Barrios (1961).

- The halo effect – so many different variations. Thorndike or Nisbett & Wilson or Landy & Sigall or Asch or Chandon & Wansink or Coombs & Holladay (2006)

- **Primacy effect in attribution of performance—replication of “Patterns of performance and ability attribution: An unexpected primacy effect”,** Edward E Jones et al (1968)

- Familiarity and liking — “Attitudinal Effects of Mere Exposure”, Zajonc (1968)

- Imagery vs rehearsal for memorizing - Bower (1967) or Paivio (1971)

- Schema testing – Brewer & Treyens (1981), French & Richards (1933), etc.

- Serial position of commercial’s products, Terry (2005)

- Schema, Bransford & Johnson (1972), etc.

- Leading Questions – Basketball Player Heights, Harris (1973)

- Visual Search - finding a symbol from amongst distractor symbols, Neisser (1964)

- Anchoring, Tversky & Kahneman (1974)

- Music Preference & Memory, Perham & Vizard (2010)

- Dual-Processing Model: Legibility & Comprehension, Alter et. al (2007)

Or these - [Key Studies for the IA | IB Psychology (themantic-education.com)](https://www.themantic-education.com/ibpsych/2019/11/06/key-studies-for-the-ia/)