Literature Genre Effects on Memory and Influence Abstract

It has been previously shown that different literature genres affect readers’ recall performance and persuasion ratings (Muis et al., 2019; Zwaan, 1994). These studies had looked independently at genre, but not at interactions. The current study sought to investigate how genre type (persuasive, procedural, and narrative) might be most effective in promoting recall and also persuasion. Seventy-five undergraduate psychology students at Eastern Kentucky University participated in an online survey in which they were placed in one of the three literature genre conditions based around myths about COVID-19 and mask-wearing procedures. Participants first completed a reading engagement and health authority trust scale before reading their assigned condition. After reading the assigned text, participants completed recall questions and rated how influential they found the text to be. Our results indicated promising but not significant genre effects on recall and persuasion.

*Keywords:*literature genres, recall, persuasion