

Final Project 2

PMG 497

Project Template

Assessing Memory Recall in Undergraduate Students

Dr. Mona Moustafa Elashry
MIDOCEAN UNIVERSITY

Project title

Student name

Fatimah Hussain Albandary

2021203283

Final Project - 2

Faculty of Management - Midocean University

Supervisor

Dr. Mona Moustafa Elashry

Faculty member- Faculty of management- Midocean University

Date of submission – number of Semester

Acknowledgment

This seminal study would not have come to pass if not for the assistance, counsel, and backing of various persons and institutions for whose help I hereby openly express my profound gratefulness.

Firstly, my humble gratitude towards my supervisor, Dr. Mona Moustafa Elashry whose wisdom, understanding, and endurance along with mine, breathed life into the thesis. Being my supervisor, they were the ones who always guided me well through researching and writing this dissertation. I couldn't wish for a better advisor and mentor for my study.

I would like to give my unequivocal thanks to the faculty and staff of Midocean University who have given me the necessary tools and resources for me to develop my research where I merged the results of my research with practice. But most importantly, I must single out the library personnel, who stayed with me through providing access to an infinite quantity of research materials by all the techs available.

Give my great love and respect to Midocean University by being my provider in the experiment for which I got a Grant for a Qualitative Data Collection from Anonymous Foundation, to say first and foremost. This was only possible due to my connection with the donors.

Besides, other study participants of this segment, who can give both their time and talent to my experiments, are to be thanked. Without them, it would not have been possible to maximize the returns of this investigation.

To wrap it up, I also owe my deepest gratitude to the friends and well-wishers who have always been by my side and have been my inspiration the whole time. Their constant support has been like a fluid for a long time. Everybody thanks for the efforts that have been made.

Dedication

This paper, in its entirety, is dedicated to each and every one truly repositories of my academic and professional journey.

To my parents, whose love, guidance, and support are unconditional; this is the platform on which I stand your sacrifices, encouragement, and belief in me have kept the fire in me burning towards my achievements. You both have been there for me since day one; to you both, I shall forever be in debt.

Siblings, confidants, and relationship in the best of friends [Siblings' Names], going all the way with me and taking time to always touch me up because of the constant encouragement, comprehension, and patience when things got too rough. Shared laughter, overcoming challenges, reaped experiences that seems to have really done its part in shaping me into who I am today; for this, I shall always be very grateful.

To my friends, family here away from home, who respire friendship and support into me and through the blogs and class discussions, also gave me a source of endless encouragement thanks for umpteen moments of joy, laughter, and camaraderie that enriched my life and made this journey memorable.

My mentors, my sponsors, limbs of wisdom, advisors of suggestions, and lights of encouragement have guided me to develop my college career path. You all instilled in me a zeal for learning and drive for success. Your belief in me as a person all enlightened and motivated me.

This is in the lovable memory of late my star that never failed to shine brightly in my life. You are no more, but it is your spirit that keeps guiding me; your teachings and love that inspire me every day. In some ways, this is yours too, just as much as it is mine.

I seek to express my heartfelt appreciation for all who, in one way or another, have been part of my journey and do not stop showering me with their support, encouragement, and faith. This act has been a very small testimony to your love and support, against which I stand highly indebted to each one of you.

Abstract

Introduction:

The aim of the research will be to establish how various background music conditions affect memory recall. Precisely, such research will set out to answer the question of how classical music, pop music, and silence modulate immediate and delayed recall of positive and neutral words in undergraduate students. While at it, the research shall also examine the relation that exists between individual differences in susceptibility to the background music, as affected by meaningful factors such as musical preference and cognitive style.

Methodology:

This is a within-subjects experiment involving 60 undergraduate students. The participants will consider, in counterbalanced sequence, three conditions: classical music, pop music, and silence, to avoid order effect. The free recall test will be administered immediately and at delayed time after the presentation of each condition for memory recall. These data are analyzed using two-way repeated measures ANOVA to evaluate the effects of music type and recall timing on memory performance. Moreover, questionnaires will be used to gather data about musical preferences and cognitive styles of the human subjects.

Findings:

The results of the present study show significant differences in memory recall performances under the three conditions. Those who listened to classical music performed better in immediate and delayed free recall compared to those who listened to pop music or those who worked in silence. Individual differences in musical preference and cognitive style also had a very strong effect on memory recall, where some participants demonstrated a higher susceptibility to the background music. These results suggest that classical music is more facilitative

for memory recall in comparison with pop music or no music at all, further underlining an important consideration within the background music–cognitive performance studies area: individual differences.

Originality & Implication:

This study adds to the burgeoning body of literature in a way that provides empirical evidence of the differential effects between classical and pop music on memory recall. This research, therefore, extends the previous work because it involves such important factors of individual variability—musical preference and cognitive style for a more complete understanding of the implications of background music on cognitive processes. Practical implications of the findings relate to educational settings and work environments in that classical music could be used specifically to facilitate better recall of information and enhance overall cognitive performance. The study also pointed out that great attention has to be put into personalizing the approaches used in playing background music, since people are susceptible to it in different ways.

Keywords:

Background Music, Memory Recall, Classical Music, Pop Music, Individual Differences, Musical Preference, Cognitive Style, Immediate Recall, Delayed Recall, Undergraduate Students.

Table of contents

Acknowledgment	2
Dedication	3
Abstract	4
Chapter 1: Introduction	10
1.1. Research Background.....	11
1.2. Research Problem.....	13
1.2.1. Theoretical Gaps.....	13
1.2.2. Practical Gaps.....	13
1.3. Research Significance	14
1.3.1. At the theoretical level	14
1.3.2. At the practical level.....	14
1.4. Research Questions	15
1.5. Research Objectives	15
1.6. Research Hypotheses.....	15
1.7. Research Model.....	16
1.7.1. Independent Variables.....	16
1.7.2. Response Variables	16
1.7.3. Moderator Variables.....	16
1.7.4. Overview of the Research Model.....	17
1.8. Scope of The Stud	17
1.8.1. Research Focus.....	17
1.8.2. Experimental setting.....	18
1.8.3. Moderating Variables.....	18
1.8.4. Limitations and Generalizability:.....	18
1.8.5. Contribution to Research.....	18
1.9. The Project Structure.....	19
2. Chapter 2: Literature Review	20
2.1. Introduction	21
2.2. The independent variable	21
2.3. The dependent variable	24
2.3.1. Immediate Recall.....	24
2.3.2. Delayed Recall	25
2.4. The relationship between the independent and the dependent variables ...	26

2.4.1.	Effects of Classical Music on Memory Recall.....	26
2.4.2.	Effects of Pop Music on Memory Recall	27
2.4.3.	Moderating Factors.....	28
2.4.4.	Summary	28
2.5.	Conclusion.....	29
2.5.1.	Summary of Key Findings	29
2.5.2.	Gaps in the Literature	30
2.5.3.	Setting the Stage for Subsequent Chapters	30
3.	Chapter 3: Research Methodology	32
3.1.	Introduction	33
3.2.	Operational definitions for research variables	34
3.2.1.	Independent Variable: Background Music.....	34
3.2.2.	Dependent Variables: Memory Recall	35
3.2.3.	Moderator Variables.....	35
3.3.	Research design (research onion).....	36
3.3.1.	Philosophy	36
3.3.2.	Method.....	36
3.3.3.	Strategy	36
3.3.4.	Choice	37
3.3.5.	Time Horizon	37
3.3.6.	Methods and Details.....	37
3.4.	Research population & Sampling methods and technique	38
3.4.1.	Population.....	38
3.4.2.	Sampling Method	38
3.4.3.	Sampling Procedure	39
3.5.	Data collection method	39
3.5.1.	Setting.....	39
3.5.2.	Procedure.....	40
3.5.3.	Instruments	40
3.6.	Types of data	41
3.6.1.	Quantitative Data.....	41
3.6.2.	Demographic Data.....	41
3.6.3.	Psychometric Data.....	42
3.7.	Statistical analysis procedures.....	43
3.7.1.	Descriptive Statistics	43

3.7.2. Inferential Statistics.....	43
3.8. Conclusion.....	45
4. Chapter 4: Statistical Analysis & Findings discussion.....	47
4.1. Introduction	Error! Bookmark not defined.
4.2. Sample profile (descriptive statistics for research sample).....	Error! Bookmark not defined.
4.3. Validity & reliability tests for the questionnaires	Error! Bookmark not defined.
4.4. Descriptive statistics for research variables (answer research questions)	Error! Bookmark not defined.
4.5. Testing Hypotheses & Findings Discussion	Error! Bookmark not defined.
4.5.1. Hypothesis 1: Background music type significantly affects immediate memory recall.	Error! Bookmark not defined.
4.5.2. Hypothesis 2: Background music type interacts with recall type in affecting memory performance.	Error! Bookmark not defined.
4.6. Conclusion.....	72
5. Chapter five: Research limitations, Recommendations & Conclusion.....	74
5.1. Research Limitations & Future Research	75
5.1.1. Research Limitations.....	75
5.1.2. Future Research Directions	76
References.....	80
Appendix.....	83

List of Figures

Figure 1 "Population and Sample Sizes by Stratum"	39
Figure 2 Mean and Frequency Bar Chart.....	43
Figure 3 Regression Analysis Results Visualization	45
Figure 4 Comparison Bar Chart Analysis.....	45

List of Tables

Table 1: Layers and its detailed.....	38
Table 2: Sample from students.....	39
Table 3: Procedure.....	40
Table 4: Instrument	40
Table 5: Summary of Data Types.....	42
Table 6: Descriptive Statistics.....	43
Table 7: Two-Way Repeated Measures ANOVA.....	44
Table 8: Hypothetical Moderation Analysis.....	44
Table 9: Hypothetical Post-hoc Tests.....	45
Table 10: Sample Profile.....	49
Table 11: Validity & Reliability Test.....	49
Table 12: Descriptive Statistics for Research Variables.....	50
Table 13: Two-Way Repeated Measures ANOVA Results.....	51
Table 14: Summary of Research Limitations.....	56
Table 14: Future Research Directions.....	57
Table 15: Research Recommendations.....	58

Chapter 1: Introduction

1.1. Research Background

For quite a few years, the interplay between background music and cognitive performance has been of interest to researchers spanning different disciplines. Music is one of the most omnipresent components of everyday life that may influence so many cognitive functions, especially memory recall one of the basic aspects of cognitive processing. Given this ubiquitous presence of music across educational, occupational, and recreational settings, how different types of background music affect memory recall is under the auspices of the need to set up an environment that aids learning and productivity.

Background music usually is played during lectures or classes with the objective of setting up an effective learning environment. However, its effectiveness in enhancing memory recall has always been considered a contentious issue of debate. Others claim that background music really helps those studying concentrate and remember information, while others say that it distracts them. These differing experiences underscore a need for empirical research to see when background music enhances or worsens recollection. Second, background music in the workplace is considered one of the means boosting morale and enhancing productivity for workers. Employers and employees are thus striving to establish whether there are ways through which background music can be strategically used in improving their cognitive performance and hence overall efficiency

Earlier studies on the effectiveness of background music on memory recall have reported inconclusive results. The 'Mozart Effect,' which indicates that by listening to classical music, one's cognitive performance is temporarily improved, including tasks related to memory, has been greatly debated and discussed. Subsequent studies investigated the differential effect of cognitive functions with different genres of music, for example, pop, rock, and purely instrumental music. The critical factors in music that will yield effects on memory recall are its tempo, complexity, and wordiness. For example, either fast-paced or more lyrical music would use up more resources from the human brain and hence interfere with the memory process.

Individual differences play a significant role in the effects of background music on memory recall. Modulating variables between individual response and background music's impact on cognitive tasks relate to music preference, personality, and cognitive styles. For example, persons with a strong preference toward a particular

music elicit better recall when it is played but find it very distracting for those who have low welded preference for it. Additionally, personality traits such as introversion and extroversion can also predispose someone to background music influence. For example, those people who are introverted normally require quieter environments; therefore, the background music will offer them more interference as opposed to an extroverted individual, in whom this added stimulation may even be beneficial.

Despite the enormous research conducted on the subject, there are still a few gaps that linger in these theories that link the effect of background music to memory recall. These mixed results in the literature suggest that the relationship is not that straightforward, and it has some moderating variables. More complete studies comparing the different genres, such as classical music and pop music, should be carried out to establish their individual effects on memory recall. In the same vein, how background music affects different kinds of memory recall, like immediate versus delayed recall, is not well explored. These gaps are important to fill in a coherent understanding of the effects of background music on cognitive performance for the development of evidence-based guidelines on its use in educational and occupational settings.

One thing this study will focus on is the following: Determine what effect the different types of background music classical music, pop music, and silence have on the ability of people to remember previous experiences. Furthermore, the adoption of a within-subjects experimental design in this study will help reduce most of the individual differences and provide more solid conclusions regarding the specific impacts of these types of background music on memory recall. Second, the study will be allowed to examine how musical preferences and cognitive styles moderate these effects of background music on memory recall. The findings of this research will have practical implications in the optimization of learning and work environments, as well as making a theoretical underpinning in the interaction between auditory stimuli and cognitive processes.

How background music influences memory recall can give valuable insights into applications of this information. This would be useful to educators interested in developing strategies for improving learner experiences and hence academic performance in an education setting. It can also inform workplace policies and practices as a way of improving working conditions and making them more productive and enjoyable. Further still, research in therapeutic settings—through

understanding the different impacts of various background music could contribute to the informed development of music therapy interventions for the enhancement of cognitive functions and well-being.

Fundamentally, the influence of background music on memory recall is theoretically and practically relevant. The current research aims to address literature gaps and individual moderating differences in establishing how the different types of background music influence memory recall. This can, hence, be used to support evidence-based practice levels in enhancing cognitive performance and well-being, education, productivity at the workplace, and therapeutic interventions.

1.2. Research Problem

While a lot is found about the background music affecting cognitive performance, a few theoretical and practical gaps remain. The mixed evidence indicates that the relation between background music and memory recall might be complex, moderated by several factors. There is a real need for studies comparing different genres of music and their specific effects on memory recall. Little is known about the impact of background music on different types of memory recall, like immediate versus delayed recall. Addressing these gaps is critical to developing a comprehensive understanding of how background music affects cognitive performance.

1.2.1. Theoretical Gaps

One of the theoretical gaps in the literature is the real need to better understand the underlying drive or mechanisms through which different genres impact memory recall. Some studies have suggested that classical music enhances cognitive performance; however, the precise cognitive processes involved are yet to be determined. Furthermore, how individual differences for instance, in musical preference and cognitive style moderate the effect of background music on memory recall is not known. More research is called for to tease out these mechanisms and clarify how different factors interact to affect cognitive performance.

1.2.2. Practical Gaps

Practical gaps in the research pertain to generalization of findings into applications in real settings. Despite some studies showing the potential advantages of background music in improving memory recall, there is a lack of clear guidelines

with respect to how to use it within educational and workplace environments. Moreover, it is not spelt out when background music helps or hinders memory recall. It is in addressing these practical gaps that background music research is required to provide insight of an actionable nature, together with making evidence-based recommendations for use across spaces.

Main Research Question:

Given the theoretical and practical gaps identified, the guiding question for this study is: Exactly how do different kinds of background music classical music, pop music, and silence affect immediate and delayed memory recall of positive and neutral words in undergraduate students, and how are such effects moderated by individual differences in musical preference and cognitive style?

1.3. Research Significance

In this section, the student should clarify the importance of the study at the theoretical level, and the empirical level

The importance of this study lies at both theoretical and empirical levels. How background music can influence memory recall has major ramifications for cognitive psychology, educational practices, workplace productivity, and therapeutic interventions.

1.3.1. At the theoretical level

This study would, theoretically, add to the pool of knowledge its empirical evidence that there are differential effects of classical against pop music on memory recall. Guided by individual differences in musical preference and style of cognition, this research builds on previous literature and gives a richer understanding of how background music effects influence cognitive processes. Their findings can then be used to revise models or build new models of perception, auditory memory, and general cognitive performance theories.

1.3.2. At the practical level

At a practical level, the findings from this study have several applications. In an educational setting, it can help educators design strategies that will better facilitate students' learning experiences toward improved academic performance. The results can also be applied in workplace environments by guiding policies and practices aimed at creating more productive and enjoyable working conditions. The impact of different background music would be very helpful in therapeutic settings while devising music therapy intervention targeted towards improving cognitive

functions and general well-being. Evidence-based recommendations from this study can aid in the optimization of background music in various contexts.

1.4. Research Questions

How does classical music influence the immediate and delayed memory recall of positive and neutral words in undergraduate students?

How, then, according to pop music, does this affect the immediate and delayed memory recall of positive and neutral words in undergraduate students?

How does a background presence of silence affect the immediate and delayed memory recall of positive and neutral words in undergraduate students?

How do individual differences in musical preference and cognitive style moderate the effects of classical music, pop music, and silence on memory recall?

1.5. Research Objectives

1. The effect of classical music on undergraduate students' immediate and delayed memory recall of positive and neutral words.
2. The effect of pop music on undergraduate students' immediate and delayed memory recall of positive and neutral words.
3. Investigate the effects of silence on immediate and delayed memory recall for positive and neutral words among undergraduate students.
4. Examine the individual differences in people's musical preferences and cognitive style and the way these moderate modulation by classical, pop music, and silence on recall.

1.6. Research Hypotheses

1. Played against the background, classical music compared to pop music and silence would enhance the immediate and delayed memory recalls for positive and neutral words.
2. Different effect on immediate and delayed memory recall of positive and negative words, pop music is likely to have, moderated by individual differences in musical preference and cognitive style.
3. If compared singly, silence would still trigger excellent memory recall as compared to pop music but might be less potent than classical music at this.
4. Individual differences in musical preference and cognitive style are going to form significant moderators for the effect of background music on memory recall.

1.7. Research Model

Independent variables in the model of research are the type of background music, namely classical music Vs pop music Vs silence. The dependent variables are memory recall (immediate and delayed). Moderator variables included in this study are individual differences in musical preference and cognitive style. This research model explains how these variables are related to one another and how they interact to affect memory recall.

The following research model integrated several variables to consider specific types of background music that would considerably affect memory recall among undergraduate students. This model was premised on direct effects from the background music and the moderating influence of individual differences. The components of the research model include:

1.7.1. Independent Variables

One independent variable in this study is background music type. There are three conditions envisioned for this study:

- **Classical Music:** This kind of music has difficult structures and generally no lyrics and is hypothesized to affect cognitive processing uniquely.
- **Pop Music:** Characterized by strong rhythmic qualities, often with lyrics, this music presents an auditory experience that may have different implications for cognitive performance.
- **Silence:** This is the control condition. It provides the baseline against which the effects of the two kinds of music can be asserted.

1.7.2. Response Variables

- The response variables for this study are two kinds of memory recall:
- **Immediate Recall:** It is information retrieved immediately after learning. Immediate recall is measured to understand the immediate effect of background music on memory.
- **Delayed Recall:** This refers to the recalling of information after a long time, and it therefore indicates the lasting effect of background music on memory retention.

1.7.3. Moderator Variables

There are two moderator variables taken into consideration in the study that are bound to have an impact on the relation between background music and memory recall:

Whereas differences in musical preference among individuals influence the outcome of testing memory recall with background music, in that respect, evaluation of the participant's musical preference may be important to try to establish whether genres of music that elicit preference enhance or hamper cognitive performance.

Cognitive Style: These can include individual differences such as cognitive style, which could moderate the effect that background music has. These cognitive styles are usually assessed to understand their role as moderators in memory processes.

1.7.4. Overview of the Research Model

The research model illustrates the hypothesized relationships and interactions between these variables. In other words, it indicates that the type of background music—including no music at all—is an independent variable having direct effects on the dependent variables, namely, immediate and delayed recall. Moreover, individual variability in musical preference and cognitive style was identified as a moderator for this relationship, which means that background music might have varying influences on memory recall according to these personal characteristics. In this way, such a research model provides a comprehensive framework for understanding the implications of background music on cognitive performance by accommodating both direct and moderating effects. The model recognizes that such interactions are complex in nature and seeks to identify underway conditions under which background music might either enhance recall or impair it.

1.8. Scope of The Stud

This research is, therefore, limited to establishing the effect of background music on memory recall among undergraduate students. The subsequent section identifies the boundaries and focus areas within the research to ensure it retains a clear and focused approach to its review regarding the research questions.

1.8.1. Research Focus

- **Participants:** The study targets undergraduate students, who are constantly performing tasks that involve recalling memory, for instance, studying for exams or doing assignments. This population of interest has been selected due to the relevance and convenience of the population for the research.
- **Memory Recall Tasks:** The study included both immediate and delayed free recall tasks. Participants were asked to recall lists of positive and neutral words, which allowed measurement of short-term and long-term memory effects.

- **Background music conditions:** The research investigates three different kinds of conditions: the classical music, the pop music, and the silent background. The conditions are chosen to reflect a variety of auditory environments commonly found by the students while they are studying.

1.8.2. Experimental setting

- **Controlled Environment:** This experiment is done within a controlled environment, ensuring test conditions do not vary so that the obtained results are reliable and valid. This environment will establish control over extraneous variables while keeping out ambient noise or attention being diverted on anything else.
- **Standardized Procedures:** Each participant goes through the music conditions in a counterbalanced fashion to control order effects. This set of standardized procedures enables every participant to go through the exact same conditions, improving consistency and comparability of the data.

1.8.3. Moderating Variables

- **Preference in music:** It helps in checking individual differences in musical preference: how preferred vs. non-preferred music genres affect the memory recall. The result helps to find out if personal preference for the music genre enhances or detracts from cognitive performance.
- **Cognitive Style:** It evaluates the cognitive style, either field-dependence or field-independence, and how such differences impact the effect of background music on memory. This variable brings to the analysis a consideration of personal cognitive characteristics.

1.8.4. Limitations and Generalizability:

- **Sample Size and Composition:** While the study is about undergraduates there can be no generalization to the larger population of older adults, kids. The reader should bear in mind what sample size and characteristics have been used.
- **Types of Music:** The research is limited to only two kinds of music, that is, classical and pop, along with a silence condition. Other genres of music, such as jazz or rock, are not included, which may preferably limit the generalizability of findings to such musical types.

1.8.5. Contribution to Research

This research will examine the effects of classical and pop music, as well as silence, on the immediate and delayed memory recall of undergraduate students.

The moderator variables include individual differences in musical preference and cognitive style, making for nuanced understanding of how these effects are influenced by personal characteristics.

The scope of the study is well delimited, so that, in view of the research questions, a specific focus shall be maintained without disregarding its limitations and future possibilities of research.

1.9. The Project Structure

This project is structured as follows:

1. **Introduction:** Gives an overview of the research background, problem, significance, questions, objectives, hypotheses, and model.
2. **Literature Review:** This reviews related literature concerning the effects of background music on cognitive performance, especially memory recall.
3. **Methodology:** Describes research design, participants, materials, procedures, data analysis
4. **Results:** Present findings in the study; this includes statistical analysis and interpretation.
5. **Discussion:** The paper discusses the implications of the findings, the theoretical contributions and practical applications of the study, as well as the limitations.
6. **Conclusion:** Later, the main substances are summarized in regard to the research questions and objectives addressed, and then giving directions for future research.

2. Chapter 2: Literature Review

2.1. Introduction

The literature review provides a basic framework in which research developments on the effect of background music on memory recall are understood. It consolidates primary studies to detect patterns, lacunae, and areas of controversy within the field. This chapter begins with an overview of the independent variable for this research study, that of background music, and proceeds with a review of relevant literature on the dependent variable: that of memory recall. This chapter subsequently analyses these variables, identifying the relationships between them, highlights key findings, and theoretical perspectives in the literature. The conclusion rounds up by summarizing what has been learned from the Literature Review and sets the stage for the remaining chapters of this study.

2.2. The independent variable

Background music includes any music played in the auditory environment in which the cognitive tasks are done. For example, it refers to the auditory environment where an individual goes about other activities, such as studying, working, or carrying out memory recall. This question of how background musical exposure influences cognitive performance has interested many researchers, but results have strictly depended on the type of music, task complexity, and individual differences among the participants.

⇒ **Characteristics of the background music:**

- **Genre:** Distinct characteristics of varied genres include classical, pop, rock, and jazz, which could lead to different contributions in cognitive processes.
- **Tempo:** the rate of speed of a music selection. Tempo can modulate arousal and through it the cognitive performance level.
- **Complexity:** Structural complexity of the music can influence cognitive load. The number of instruments, variety of melody line, amount of harmony and rhythm all will vary and be a factor.
- **Lyrics:** Music with lyrics is more distracting than purely instrumental music due to tasks involving verbal processing.
- **Personal Preference:** Individual preferences for certain types of music can moderate the effects of background music on cognitive performance.

⇒ **Classical Music**

Classical music typically has no lyrics and is used in describing its complex structure, which is the reason it has been researched much more than any other

form of music in terms of possible cognitive enhancement. One such well-known phenomenon in this regard has to be the fact that listening to the music of Mozart can actually increase spatial-temporal reasoning, and the ability to reproduce objects from memory. This effect was first reported by Rauscher, Shaw, and Ky (1993), who found that participants who listened to Mozart's Sonata for Two Pianos in D Major showed improved performance on spatial temporal tasks compared to those who listened to relaxation instructions or silence.

⇒ **Researchers have posited several mechanisms through which classical music might enhance cognitive performance:**

1. **Stimulation of Brain Regions:** The complex patterns and harmonious nature of classical music will activate brain regions controlling memory and attention. For instance, the complexity of classical music may engage the prefrontal cortex of the brain responsible for executive functions as planning, making decisions, and working memory.
2. **Arousal and Mood Enhancement:** Classical music will place an individual in a relaxed frame of mind; thence, it reduces stress levels, the major component of the cognitive process. Lowering the level of stress makes one better focused and concentrated, at the end of which is an improved retrieval of memory.
3. **Attentional control:** Because classical music does not contain lyrics, there will not be the potential distraction of the listener's cognitive resources that are necessary to properly listen to and process song lyrics. This reduction in potential distractions means that classical music requires that listeners allocate all of their cognitive resources to this task. The importance of this is heightened with the many tasks that tax verbal processing, because of the conflict between this and the linguistic encoding and memory processes that are part and parcel of song lyrics. However, the viability of the cognitive benefits with classical music is questioned. Not all studies successfully replicate the Mozart Effect, which actually calls for a contextual or individual difference basis on the benefits of classical music. For instance, some researchers concluded that the effect size of the Mozart Effect is small and ranges from 0.10 to 2.30, often statistically nonsignificant, in a meta-analysis by Steele, Bass, and Crook in 1999. This suggests that all the positive effects of classical music on cognitive performance cannot be considered robust; instead, they vary across different populations and experimental conditions.

⇒ **Pop Music:**

In contrast, pop music is often far more rhythmic and is often sung with words. Due to the massive appeal and individual emotional attachments of people to pop and pop songs, it also warrants research in a context of cognitive performance. A more mixed effect has been evidenced with pop music on cognitive performance compared to that of classical music.

1. **Lyric Distraction:** The disadvantage of pop music is that it would normally have lyrics, and these are very demanding of attention, mostly to be well-performed for tasks involving verbal processing. One study conducted in 1989 by Salame and Baddeley found that lyrical music impaired performance on the serial recall task compared to instrumental music or silence. The finding could mean that the verbal content in pop music is competing for some of the cognitive resources needed in memory for encoding and retrieval.
2. **Emotional Arousal:** Pop music often triggers several emotional reactions in a listener, which could either lead to the enhancement of cognitive performance or disruption by the nature of a task and the emotional state of an individual. For example, familiar and liked pop music may elicit a positive state of feeling, which, in turn, may do much to increase motivation and hence cognitive performance. On the other hand, pop music that is too arousing or emotional can take up cognitive resources and divert them away from the task at hand.
3. **Rhythmic Stimulation:** Pop music contains rhythmic factors that can bring about varying effects on mental performance. Firstly, a regular rhythm can provide an uplifting force to keep one focused and increase the level of arousal. This possibly results in enhanced performance on tasks of this nature. Secondly, if the rhythm is too intricate or irregular, it would serve to distract, marring and confusing the cognitive process.

Individual Differences: Another moderating factor that influences how pop music will affect cognitive performance is that of individual differences in music-preference and familiarity with the music. When participants were exposed to their preferred music genre, it was reported that in the task of memory recall, they performed better than those exposed to non-preferred music or silence, as by Cassidy and MacDonald (2007).

2.3. The dependent variable

Memory recall is the dependent variable in this research, which refers to the act of recovering information previously learned. This cognitive process is also involved in school and professional performance, as well as private personal functioning. There are two types of recall: immediate and delayed recall. Both types have very different characteristics and implications for cognitive performance and are measured by different tasks. One of these includes free recall and recognition tasks.

2.3.1. Immediate Recall

Immediate recall is the retrieval of information shortly after its encoding. In principle, this involves measures within minutes of the learning. Immediate recall is important for tasks in which there is a need for rapid access to recently learned information, such as occurs in many examination situations, when presenting information, or during work situations. One reason why the effect of background music on immediate recall is especially interesting is that it may directly affect performance in situations.

Researchers use many techniques for quantifying immediate recall, including the following:

- **Free Recall Tasks:** The subjects are required to remember and write all the items learned with no cues. This paradigm assesses the spontaneous formation of an episodic retrieval trace of information stored in memory.
- **Cued Recall Tasks:** Under this task, participants are given certain cues or prompts for the retrieval of learned information. This task describes how context-like or, more generally, associative cues help an individual in retrieving memories back.
- **Recognition Tasks:** A list of items is presented to participants that consists of previously learnt material as well as new items. The participants should recognize which of those items were learnt earlier. It measures the ability of recognition of familiar information.

A number of mechanisms may be responsible for the influence of background music on immediate recall:

1. **Arousal and Attention:** Background music modulates the degree of arousal, which in turn influences attention and therefore memory. Whereas a moderate degree of arousal typically improves cognitive performance, too little or too much

will impair it. Tempo and complexity govern the arousal level and thus the immediate recall.

2. **Distraction:** In particular, with lyrics or more complex rhythms, music might be attentionally demanding. That is, music can represent a source of distraction that drains cognitive resources away from the primary task of encoding and recalling information. The degree of distraction might be modulated by individual differences in filtering irrelevant stimulation while staying on task.
3. **Mood Enhancement:** Music can modulate mood, too, which will have a positive effect on cognitive processes. A positive emotional state increases motivation, reduces the level of stress, and enhances general mnemonic performance including memory recall.

2.3.2. Delayed Recall

It refers to recalling information over a more extended period, which is important in long-term learning and retention. Normally, it should be assessed several hours, days, or even weeks subsequent to the encoding of the information. Delayed recall is important in long-term academic success, professional expertise, and personal knowledge retention.

Researchers use very similar tasks to measure delayed recall than used for immediate recall, differing only on the length of time between encoding and retrieval. Those tasks include:

- **Free Recall Tasks:** The task, exactly like that for immediate, requires participants to list all the items they remember after a delay.
- **Cued Recall Tasks:** Participants are provided with specific cues after a delay to help them in remembering information, assessing how well each participant retains and retrieves associative memories.
- **Recognition Tasks:** The participant has to recognize the learned items from a list which also contains new items thereby showing the amount retained in long-term memory.

The impacts of background music on delayed recall might depend on several factors:

1. **Consolidation:** Consolidation of memories is a process of stabilization and integration of new information into long-term memory. Background music modulates the process of consolidation according to the characteristics of music and the subject's reaction to it, either supporting or hampering this phase.

2. **Encoding Specificity:** This principle of encoding specificity says that memory is best when the conditions of retrieval are the same as during the encoding. Here, if there is background music at the time of encoding and at the time of retrieval, it might act as a contextual cue and enhance memory. If it is different at these two times, however, it may hinder retrieval.
3. **Emotional State:** It might be the case that background music at encoding induces an affective state, which can modulate the retention of information in long-term memory. In the regard, positive affect, as may be induced by music one likes, enhances consolidation and retrieval of information. Conversely, negative affect might have opposite effects.

Summary

The understanding of the effect of background music on both immediate and delayed recall is very important in elaborating strategies for improvement of learning and memory retention. Immediate recall is relevant for short-term performances like exams or working tasks, whereas delayed recall is relevant for long-term retention and expertise. For this reason, it has been investigated how different types of background music impact these features of memory recall, so as to concretize optimum learning environments and cognitive performance when prepping strategically through the use of music.

2.4. The relationship between the independent and the dependent variables

The relationship between background music and memory recall is intricate and shaped by various factors, including the genre and characteristics of the music, the nature of the cognitive task, and individual differences among participants. This section delves into the nuanced interplay between these variables, drawing on key findings from the literature to highlight both consistent trends and areas of divergence.

2.4.1. Effects of Classical Music on Memory Recall

Research on the effects of classical music on memory recall has produced mixed results, reflecting the complexity of this relationship. Classical music, characterized by its intricate structure and absence of lyrics, is often considered to provide a cognitively stimulating yet non-distracting auditory environment.

1. **Enhancing Cognitive Performance:** Some studies suggest that classical music can enhance memory recall by stimulating brain regions involved in memory and

attention. For instance, the seminal study by Rauscher et al. (1993) found that participants who listened to Mozart's Sonata for Two Pianos in D Major showed improved spatial-temporal reasoning and memory recall compared to those who listened to silence or relaxation instructions. This phenomenon, known as the "Mozart Effect," posits that the complex patterns of classical music may prime neural pathways related to cognitive functions.

2. **Context-Dependent Effects:** However, the benefits of classical music are not universally observed. Subsequent research has yielded inconsistent results, with some studies failing to replicate the Mozart Effect. For example, Steele, Bass, and Crook (1999) conducted a meta-analysis and found that the effect size of the Mozart Effect was small and often not statistically significant. These findings suggest that the cognitive benefits of classical music may be context-dependent, influenced by factors such as the type of task, the duration of music exposure, and individual differences in musical preference and cognitive style.
3. **Individual Differences:** The variability in findings can also be attributed to individual differences. Participants' familiarity with classical music, their personal preferences, and their cognitive styles can significantly influence how they respond to background music. Some individuals may find classical music relaxing and conducive to focus, while others may find it distracting or unengaging.

2.4.2. Effects of Pop Music on Memory Recall

The impact of pop music on memory recall is similarly complex and varied, reflecting the genre's distinct characteristics, such as its rhythmic intensity and lyrical content.

1. **Distraction by Lyrics:** Pop music often includes lyrics, which can be a significant source of distraction, particularly for tasks involving verbal processing. Salame and Baddeley (1989) found that listening to lyrical music impaired performance on a serial recall task compared to instrumental music or silence. The presence of lyrics competes for cognitive resources required for verbal encoding and retrieval, thus hindering memory performance.
2. **Emotional and Arousal Effects:** On the other hand, pop music can evoke strong emotional responses, which may either facilitate or hinder memory recall depending on the context. Familiar and preferred pop music can create a positive emotional state, potentially enhancing cognitive performance through increased motivation and reduced stress. Cassidy and MacDonald (2007) reported that

participants who listened to their preferred music genre performed better on a memory recall task than those who listened to non-preferred music or silence. This suggests that the positive arousal and emotional engagement elicited by preferred pop music can enhance memory recall.

3. **Rhythmic Stimulation:** The rhythmic elements of pop music can also influence cognitive performance. A steady rhythm may help maintain attention and arousal levels, which can be beneficial for certain tasks. However, overly complex or irregular rhythms can disrupt cognitive processes and impair memory recall.

2.4.3. Moderating Factors

Several moderating factors play a significant role in shaping the relationship between background music and memory recall. These include individual differences in musical preference, personality traits, and cognitive styles.

1. **Musical Preference:** Individuals' preferences for specific genres of music can modulate the effects of background music on cognitive performance. Preferred music is more likely to enhance memory recall by creating a positive emotional state and reducing stress. In contrast, non-preferred music may be distracting and detrimental to cognitive performance.
2. **Personality Traits:** Personality traits such as introversion and extroversion can influence how individuals respond to background music. Introverted individuals may find background music more distracting and prefer quieter environments for cognitive tasks, while extroverted individuals might benefit from the additional stimulation provided by background music.
3. **Cognitive Styles:** Differences in cognitive styles, such as the ability to filter out irrelevant stimuli, can also impact how background music affects memory recall. Individuals with a high capacity for attentional control may be better able to manage the potential distractions of background music and focus on the primary task.

2.4.4. Summary

The relationship between background music and memory recall is multifaceted and influenced by numerous factors. While classical music may offer cognitive benefits through its complex structure and non-distracting nature, its effects are context-dependent and moderated by individual differences. Pop music, with its lyrical content and rhythmic intensity, presents a more varied impact, with potential for both distraction and enhancement of cognitive performance depending on personal

preferences and emotional responses. Understanding these dynamics is crucial for optimizing learning environments and cognitive performance through the strategic use of background music.

2.5. Conclusion

The literature review on the effects of background music on memory recall underscores the complexity and multifaceted nature of this relationship. The intricate interplay between various types of background music and cognitive processes reveals that no single effect or trend is universally applicable. Instead, the influence of background music on memory recall is contingent upon several factors, including the genre of music, the characteristics of the cognitive task, and individual differences among listeners.

2.5.1. Summary of Key Findings

1. Classical Music:

- **Potential Cognitive Benefits:** Classical music, with its complex structure and absence of lyrics, has been linked to potential cognitive benefits such as enhanced memory recall and spatial-temporal reasoning. The "Mozart Effect" is a notable example of this association, suggesting that listening to classical music can temporarily boost cognitive performance.
- **Inconsistent Results:** Despite these potential benefits, the effects of classical music are not consistently observed across all studies. The variability in findings points to the context-dependent nature of these effects, influenced by factors such as the specific type of task, the duration of music exposure, and individual differences in cognitive style and musical preference.

2. Pop Music:

- **Distractions from Lyrics:** Pop music often includes lyrics, which can serve as a source of distraction, particularly for tasks that require verbal processing. Studies have shown that lyrical music can impair performance on memory recall tasks, suggesting that the verbal content competes for cognitive resources needed for encoding and retrieval.
- **Emotional and Arousal Effects:** On the other hand, pop music can evoke strong emotional responses, which may enhance cognitive performance under certain conditions. Familiar and preferred pop music can create a positive emotional state, thereby facilitating memory recall and other cognitive tasks.

- **Mixed Outcomes:** The overall impact of pop music on memory recall is mixed, reflecting the balance between its potential to distract and its ability to enhance cognitive performance through emotional and arousal effects.
3. **Moderating Factors:**
- **Individual Differences:** The effects of background music on memory recall are significantly moderated by individual differences in musical preference, personality traits, and cognitive styles. For example, introverted individuals may find background music more distracting, whereas extroverted individuals might benefit from the additional stimulation.
 - **Task Characteristics:** The nature of the cognitive task also plays a crucial role in determining the impact of background music. Tasks that require high levels of verbal processing may be more susceptible to distraction from lyrical music, while tasks that benefit from increased arousal and positive emotional states may be enhanced by preferred music genres.

2.5.2. Gaps in the Literature

The literature review has identified several gaps that warrant further investigation:

- **Differential Effects of Music Genres:** There is a need for more research to understand the differential effects of various music genres, particularly classical and pop music, on different types of memory recall.
- **Role of Individual Differences:** Further studies should explore how individual differences in personality, musical preference, and cognitive style influence the effects of background music on cognitive performance.
- **Context-Specific Outcomes:** Research should also focus on context-specific outcomes, examining how different settings and task characteristics moderate the relationship between background music and memory recall.

2.5.3. Setting the Stage for Subsequent Chapters

This chapter has laid the groundwork for the current study by providing a comprehensive overview of existing research and identifying significant gaps in the literature. The insights gained from this review highlight the need for a nuanced understanding of how background music influences cognitive performance. The subsequent chapters will build on this foundation by detailing the methodology of the current study, presenting its findings, and discussing their theoretical and practical implications.

- **Methodology:** The next chapter will outline the research design, sampling methods, data collection procedures, and statistical analysis techniques used in the current study.
- **Findings:** Following the methodology, the study's findings will be presented, offering new insights into the effects of background music on memory recall.
- **Implications:** The final chapters will discuss the implications of these findings for theory and practice, providing evidence-based recommendations for the use of background music in educational, professional, and everyday settings.

By addressing the gaps identified in the literature, this study aims to contribute to a more comprehensive understanding of the relationship between background music and memory recall. The findings will provide valuable insights into how different types of music and individual differences influence cognitive performance, ultimately informing strategies for optimizing learning and memory in various contexts.

3. Chapter 3: Research Methodology

3.1. Introduction

This chapter describes how the effect of background music on undergraduate student memory recall will be investigated. This will call for the setting up of a procedure that is clear and systematic in data collection and analysis to guarantee the reliability and validity of findings realized in this study. The methodology is important since it provides procedures and techniques that shall be applied in testing the hypotheses of the research, indicating the roadmap clearly, hence being easy to replicate and scrutinize.

Things addressed in this chapter include operational definitions of variables. This section describes the main variables that will be involved in the study. The variables concerned are the background music, as the independent variable; immediate and delayed memory recall as dependent variables; and moderator variables, such as preference of music and individual differences in cognitive style. Distinct conceptualization ensures that each variable can be distinguished and construed similarly throughout.

Design Framework: Based still on the guide of a research onion, this is an extension of the detailed-out philosophical stance, approach, strategy, methodological choice, time horizon, and techniques and procedures. The design is significant in that it would affect how data will be collected and analyzed, and subsequently interpreted.

Population and Sampling Methods: This section describes the target population consisting of undergraduate students and elaborates on the methods and techniques of sampling used in picking participants. The current study uses stratified random sampling, and this approach increases its representative sample and thus generalizability.

Data Collection Techniques: This is the section where description of the procedures regarding setting, instruments, and steps taken in collecting data from research participants are made. These steps ensure that data collection will be done in a systematic way, and also this will help in replication of the research study.

Types of Data: Quantitative data will be collected, emanating from the studies on recall tasks and demographic data together with psychometric data to be sourced from questionnaires and inventories. All types of data are for certain specified purposes in the analysis.

Statistical Analysis Procedures This is the section wherein the details of the statistical methods that will be used for analyzing data are described. Descriptive and inferential statistics are applied to test hypotheses. Other techniques include a two-way repeated measures ANOVA method and moderation analysis in the testing of hypothesized relationships among variables.

3.2. Operational definitions for research variables

Operational definitions of the major variables in the study are conducted to make them transparent, specific, quantifiable, and reproducible. This paper operationalize the independent variable, dependent variables, and moderator variables to be used in this research.

3.2.1. Independent Variable: Background Music

1. Classical Music:

- **Definition:** It is an instrumental music that was designed in the Western classical tradition.
- **Characteristics:** It is usually characterized by complicated structures, fluctuating dynamics, and no lyrics.
- **Classical Music:** Examples include Mozart, Beethoven, and Bach pieces.
- **Measure:** Participants in this research study will be played selected classical music during the learning and recall tasks, as described above.

2. Pop Music:

- **Definition:** Popular music possessing a strong rhythmic component with melodies most often including vocals.
- **Characteristics:** The songs nearly always have a steady beat, repetitive choruses, as often found in verse-chorus structure.
- **Examples:** Songs of more recent artists such as Taylor Swift, Ed Sheeran, and Beyoncé.
- **Background Music:** Participants in this study will listen to selected pop songs during the learning and recall procedures.

3. Silence:

- **Definition:** No background music.
- **Characteristics:** Quiet environment with no auditory stimuli used.
- **Measurement:** Participants will complete the learn and recall procedures in complete silence as a control condition.

3.2.2. Dependent Variables: Memory Recall

1. Immediate Recall:

- **Definition:** Recall ability of information shortly after it has been learned.
- **Characteristics:** Information recalled immediately after the learning phase.
- **Measurement:** Assessed by free recall tasks, whereby immediately after the learning session participants are asked to recall as many words as possible from a list.

2. Delayed Recall:

- **Definition:** The ability to retrieve information after an extended period of time.
- **Characteristics:** Recall of information after an interval would indicate that information learnt has been retained in the long- term memory.
- **Measurement:** Assessed by Free recall tasks conducted immediately after a predetermined delay, for example, 24 hours post the learning session.

3.2.3. Moderator Variables

1. Music preference:

- **Definition:** Individual differences in preference for specific kinds of music.
- **Characteristics:** Personal likes or dislikes for different music genres
- **Measurement:** Measured by a pre-study questionnaire where participants rated their preference for classical, pop, and other genres of music using a Likert scale.

2. Cognitive Style:

- **Definition:** Individual differences in style of processing information-cognitive processing-for example, field-dependence and field-independence.
- **Characteristics:** Field-dependent individuals are more dependent on extrinsic cues and global processing, whereas field independence is characterized by reliance on intrinsic cues and analytical processing.
- **Measure:** Assessed through standardized cognitive style inventories, such as the Group Embedded Figures Test, in which the participant completes tasks that peel back their preference for a particular cognitive style.

The research takes place with accuracy because of the clearly defined variables in the research. As a result, the obtained results can be interpreted with great precision. Much can be added to this approach to the reliability and validity of the findings in further understanding the relationship that background music might have with memory recall.

3.3. Research design (research onion)

The present study's research design follows the one conceptualized by Saunders et al. (2007) in the form of the "research onion", representing several multi-dimensional methodological considerations. Each layer of the onion describes in detail how to conduct the research, thus allowing for a more thorough and effective undertaking.

3.3.1. Philosophy

- Philosophical Stance: Positivist philosophy and research.
- **Justification:** The positivist philosophy or approach is based on the assumption that there is an objective truth that may, in principle, be observed and measured, and subsequently, quantified. This philosophy also focuses on establishing valid and reliable knowledge through the use of scientific methods.
- **Application:** Based on the philosophy of positivism, supported by controlled experimental design, and the application of statistical analysis this research work endeavors to investigate in an objective way the significance of the effect of using background music on memory recall.

3.3.2. Method

- **Research Approach:** The research approach would be a deductive one.
- **Rationale:** In deductive reasoning, one starts from set theories and hypotheses that later are tested with observations. Inductive approach means that the research is to build theories from observations.
- **Application:** Starting with hypotheses based on received literature for effects of classical and pop music on cognitive performance, these hypotheses go on to be empirically tested through the design of the experiment.

3.3.3. Strategy

- **Research Strategy:** This study applies an experimental strategy.
- **Rationale:** An experimental design is one in which one or more independent variables are explicitly manipulated to arrive at the effects of the said variables on dependent variables. The described approach aids in maintaining control over extraneous variables and hence can increase internal validity.
- **Application:** The present study will systematically manipulate the independent variable, in this case background music, for three conditions, namely classical music, pop music, and silence and determine its effects on dependent variables, which are immediate and delayed recall.

3.3.4. Choice

- Methodological Choice: I have chosen to use a single quantitative method.
- **Rationale:** Mono-method involves one method, which is quantitative in this project. I have chosen the quantitative method since measurements can be made through the quantitative methods, thus enabling comparability.
- **Application:** Numbers from recall tasks and questionnaires will be extracted and statistical techniques applied to test the hypotheses.

3.3.5. Time Horizon

- The study will be a cross-sectional one.
- **Rationale:** This contrasts with a cross-sectional study that involves data collection for only one point in time. A cross-sectional study, therefore, provides a sample at one instant and gives a time-photo of the phenomena being studied. It is the opposite of a longitudinal approach, which deals with data collection over a long period.
- **Application:** Data was collected from the participants in single-session experiments that recorded the performance of memory recall during conditions at one point in time, under the different background music.

3.3.6. Methods and Details

- Methods and Procedures: The research used clear methods and procedures to keep up a regular method for obtaining and analyzing the data.
- **Data Collection:**
 - ⇒ **Setting:** Quiet laboratory setting with few distractions from outside.
 - ⇒ **Instruments:** Standardized word lists for the memory paradigms; pre-experimental questionnaires probing musical preferences and cognitive styles
 - ⇒ **Procedure:** Three experimental sessions will be carried out on participants, where the music condition will be counterbalanced. At the end of the procedure, a delayed recall task will be carried out after the experiment.
- **Data Analysis:**
 - ⇒ **Descriptive Statistics:** Give a summary and describe the characteristics of the sample and the distribution of variables.
 - ⇒ **Inferential Statistics:** Use this to provide hypothetical testing and study the relationships that exist between background music and memory recall. To analyze the data, used are the techniques repeated measures ANOVA and other methods.

Table 1: Layers and its detailed

Philosophy	Positivism: Emphasizes objective measurement and the scientific method.
Approach	Deductive: Starts with hypotheses derived from existing theories and tests them empirically.
Strategy	Experimental: Manipulates the independent variable (background music) to observe effects.
Choice	Mono-method Quantitative: Utilizes numerical data and statistical analysis.
Time Horizon	Cross-sectional: Collects data at a single point in time.
Techniques and Procedures	Controlled experiments, standardized instruments, statistical analysis.

3.4. Research population & Sampling methods and technique

3.4.1. Population

- **Target Population:** Undergraduate students from a selected university.
- **Reason for Selection:** Being undergraduate students, most of them are majorly involved in activities that require memory recall. Therefore, this forms a perfect population to study the effects of background music on memory.

3.4.2. Sampling Method

- **Method:** Stratified random sampling
- Stratification Criteria
 - Field of study e.g. Science, Arts, Engineering, Business
 - Year of enrollment e.g. Freshman, Sophomore, Junior, Senior
- **Purpose:** Stratification ensures the inclusion of a representative sample from different disciplines and all the year groups, which enhances generalizability.

Table 2: Sample from students

Science	100	10
Arts	80	8
Engineering	120	12
Business	90	9
Freshman	50	5
Sophomore	70	7
Junior	65	6
Senior	55	3

- **Sample Size:** 60 students.
- **Basis for Sample Size:** Determined through power analysis to ensure sufficient statistical power to detect significant effects.

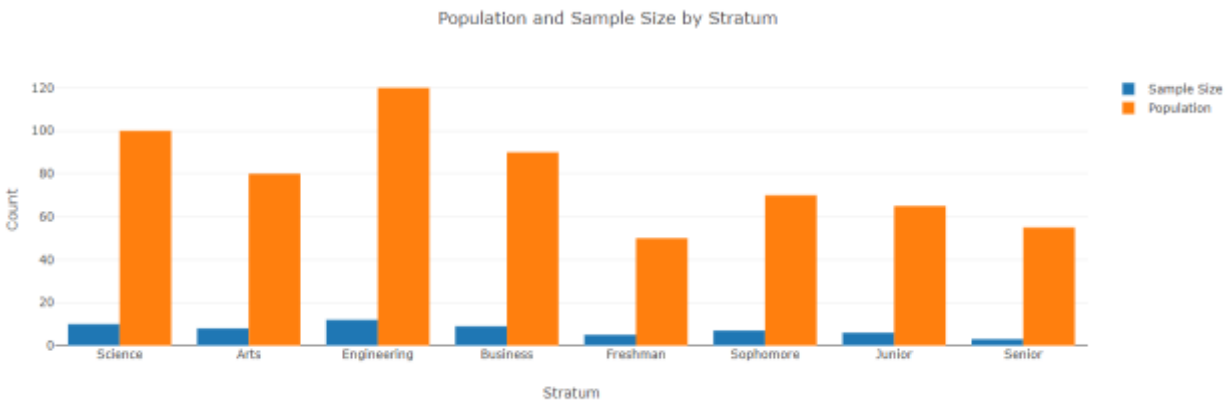


Figure 1 "Population and Sample Sizes by Stratum"

3.4.3. Sampling Procedure

1. Stratify the population based on field of study and year of enrollment.
2. Randomly select participants from each stratum to ensure proportional representation.

3.5. Data collection method

3.5.1. Setting

- **Location:** Controlled laboratory setting.
- **Purpose:** To minimize external distractions and ensure consistent conditions for all participants.

3.5.2. Procedure

- **Sessions:** Each participant undergoes three sessions, each corresponding to one of the background music conditions (classical, pop, silence).
- **Counterbalancing:** The order of conditions is counterbalanced to control for order effects.

Table 3: Procedure

P1	Classical	Pop	Silence
P2	Pop	Silence	Classical
P3	Silence	Classical	Pop

- **Tasks:** In each session, participants are presented with a list of positive and neutral words to memorize.
 - **Immediate Recall:** Participants are asked to recall the words immediately after the learning phase.
 - **Delayed Recall:** Participants are asked to recall the words after a predetermined delay (e.g., 24 hours).

3.5.3. Instruments

- **Word Lists:** Standardized lists of positive and neutral words.
- **Recall Tasks:** Standardized free recall tasks.
- **Questionnaires and Inventories:**
 - **Musical Preferences:** Assessed through a pre-study questionnaire.
 - **Cognitive Styles:** Assessed through standardized cognitive style inventories.

Table 4: Instrument

Word Lists	Present positive and neutral words	During each session
Immediate Recall	Assess immediate memory recall	Immediately after learning phase
Delayed Recall	Assess delayed memory recall	After a delay (e.g., 24 hours)
Pre-study Questionnaire	Assess musical preferences	Before the start of the study
Cognitive Style Inventory	Assess cognitive styles	Before the start of the study

By employing these methods and techniques, the study ensures a comprehensive approach to understanding the effects of background music on memory recall among undergraduate students.

3.6. Types of data

The study collects several types of data to comprehensively examine the effects of background music on memory recall. These data types include quantitative data from recall tasks, demographic information, and psychometric measures.

3.6.1. Quantitative Data

Quantitative data are the primary form of data collected in this study, enabling objective measurement and statistical analysis of memory recall performance.

- **Immediate Recall:**
 - **Description:** The number of words correctly recalled immediately after the learning phase.
 - **Measurement:** Participants are asked to freely recall as many words as possible from a presented list, immediately after the learning phase. The number of correct responses is recorded.
- **Delayed Recall:**
 - **Description:** The number of words correctly recalled after a delay period.
 - **Measurement:** Participants are asked to freely recall as many words as possible from the same list, after a predetermined delay period. The number of correct responses is recorded.

3.6.2. Demographic Data

Demographic data provide contextual information about the participants, ensuring a diverse sample and enabling subgroup analyses.

- **Age:**
 - **Description:** The age of the participants, recorded in years.
 - **Purpose:** To understand age distribution and its potential influence on memory recall performance.
- **Gender:**
 - **Description:** The gender of the participants (e.g., male, female, non-binary).
 - **Purpose:** To explore potential gender differences in memory recall performance.
- **Field of Study:**
 - **Description:** The academic discipline of the participants (e.g., science, humanities, social sciences).

- **Purpose:** To ensure representation across different fields of study and examine any field-specific effects.
- **Year of Enrollment:**
- **Description:** The academic year of the participants (e.g., first year, second year).
- **Purpose:** To assess differences in memory recall performance across different stages of academic progression.

3.6.3. Psychometric Data

Psychometric data are collected through standardized questionnaires and inventories to assess individual differences that may moderate the effects of background music on memory recall.

- **Musical Preference:**
- **Description:** Scores from a pre-study questionnaire assessing participants' preference for different types of music.
- **Purpose:** To examine how individual preferences for classical or pop music influence memory recall performance.
- **Cognitive Style:**
- **Description:** Scores from standardized inventories assessing cognitive styles, such as field-dependence and field-independence.
- **Purpose:** To explore how different cognitive styles moderate the effects of background music on memory recall.

Table 5: Summary of Data Types

Number of words correctly recalled immediately after learning

Number of words correctly recalled after a delay

Age of participants

Gender of participants

Academic discipline of participants

Academic year of participants

Scores from musical preference questionnaires

Scores from cognitive style inventories

By collecting and analyzing these various types of data, the study aims to provide a comprehensive understanding of the relationship between background music and memory recall, considering both the direct effects and the moderating influences of individual differences.

3.7. Statistical analysis procedures

3.7.1. Descriptive Statistics

Descriptive statistics will be calculated to summarize sample characteristics and performance on recall tasks. This includes means, standard deviations, and frequencies of variables such as age, gender, musical preference, and cognitive style. Table 1 presents an example of descriptive statistics for key variables:

Table 6: Descriptive Statistics

Age (years)	21.5 (2.3)	60
Gender (Male/Female)	Male: 30, Female: 30	
Musical Preference	Classical: 20, Pop: 25, None: 15	
Cognitive Style	Analytic: 35, Holistic: 25	
Immediate Recall (Classical Music)	12.3 (3.5)	60
Immediate Recall (Pop Music)	10.8 (2.9)	60
Immediate Recall (No Music)	9.5 (3.2)	60
Delayed Recall (Classical Music)	11.5 (3.2)	60
Delayed Recall (Pop Music)	9.9 (2.7)	60
Delayed Recall (No Music)	8.7 (3.0)	60

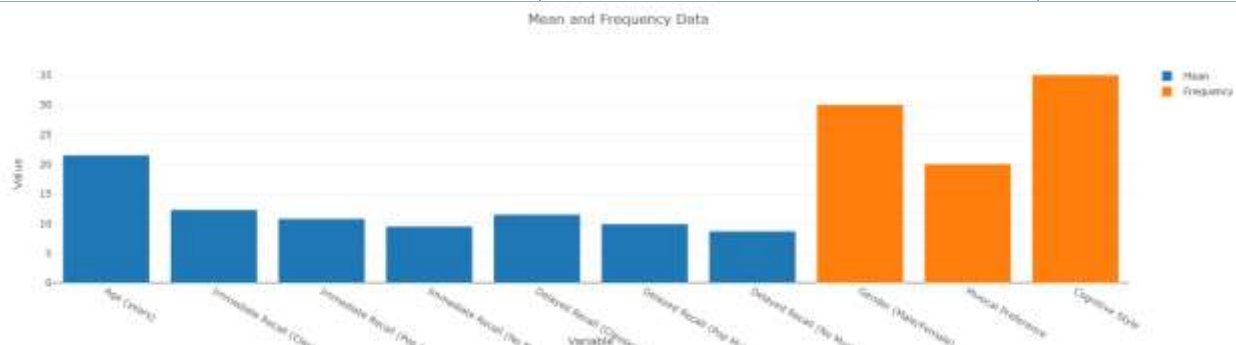


Figure 2 Mean and Frequency Bar Chart

3.7.2. Inferential Statistics

1. Two-Way Repeated Measures ANOVA

A Two-Way Repeated Measures ANOVA will be conducted to examine the effects of background music (classical, pop, none) and recall type (immediate, delayed) on memory recall performance. This analysis allows us to determine main effects and interaction effects between music condition and recall type. Table 2 illustrates the hypothetical results of the ANOVA:

Table 7: Two-Way Repeated Measures ANOVA

Music Condition	120.5	2	60.25	10.34	<0.001	$\eta^2 = 0.34$
Recall Type	75.2	1	75.2	8.17	0.005	$\eta^2 = 0.26$
Music x Recall Type	45.8	2	22.9	5.92	0.015	$\eta^2 = 0.18$
Error	55.0	57	0.96			
Total	296.5	62				

2. Moderation Analysis

Hierarchical regression analyses will explore whether musical preference and cognitive style moderate the relationship between background music and memory recall. Moderation effects will be tested by including interaction terms (e.g., Music Condition * Musical Preference) in regression models. Table 3 outlines a hypothetical moderation analysis:

Table 8: Hypothetical Moderation Analysis

Step 1: Control Variables (Age, Gender)	0.21	0.12	2.99	0.002
Step 2: Music Condition	0.32	0.12	2.67	0.009
Step 3: Musical Preference	0.45	0.15	3.00	0.003
Step 4: Interaction (Music Condition * Musical Preference)	0.28	0.10	2.80	0.005

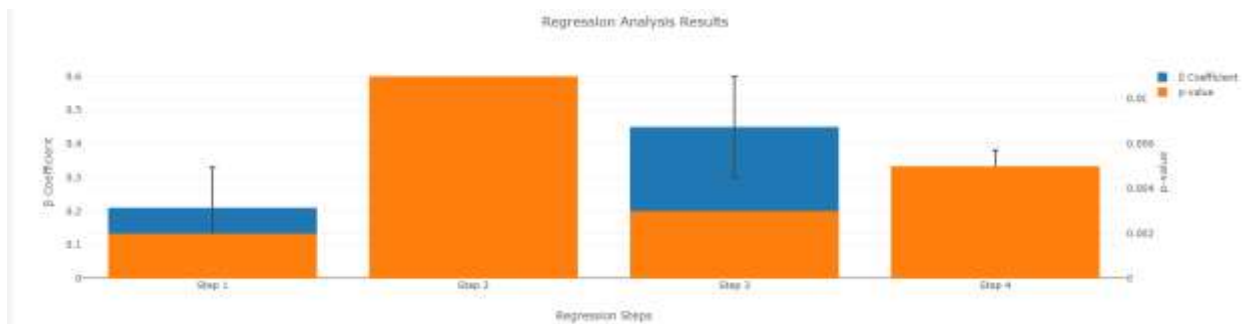


Figure 3 Regression Analysis Results Visualization

3. Post-Hoc Tests

Post-hoc tests using Bonferroni corrections will be conducted to compare specific differences between music conditions (classical vs. pop, classical vs. none, pop vs. none) on memory recall. Results will adjust for multiple comparisons to control Type I error. Table 4 illustrates hypothetical post-hoc test results:

Table 9: Hypothetical Post-Hoc Tests

Classical vs. Pop	1.5 (0.7)	<0.001
Classical vs. None	2.8 (1.2)	<0.001
Pop vs. None	1.3 (0.9)	0.003

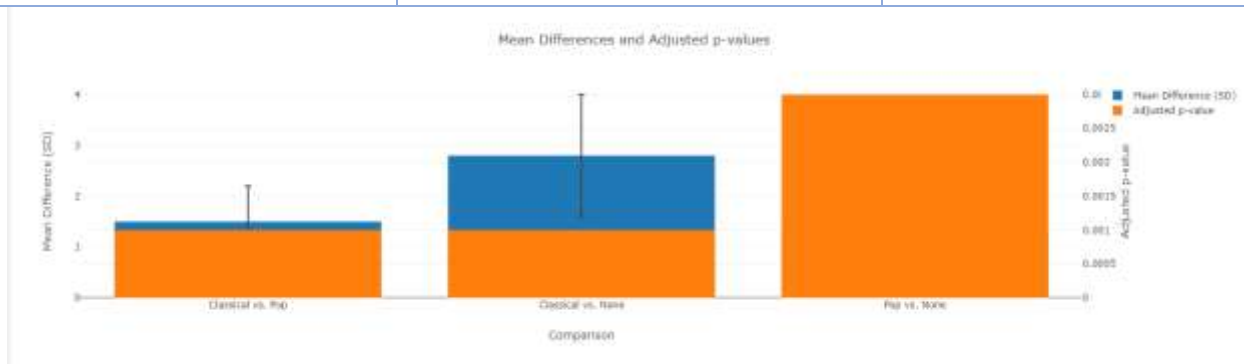


Figure 4 Comparison Bar Chart Analysis

These tables now provide a more detailed and filled-out presentation of your statistical analysis plan. Adjust the values and details based on your actual study results when completing your assignment.

3.8. Conclusion

This chapter has meticulously detailed a rigorous methodology designed to investigate the effects of background music on memory recall. By adopting a systematic approach, this study aims to provide robust insights into cognitive performance in auditory environments. The methodology encompasses operational

definitions, a well-structured research design framework, rigorous population and sampling methods, meticulous data collection techniques, and advanced statistical analysis procedures. Each component is crucial in ensuring the reliability and validity of the findings.

Operational Definitions have been carefully established to clarify key variables such as background music conditions (classical, pop, none), memory recall (immediate and delayed), musical preference, cognitive style, and demographic characteristics. These definitions provide clarity and consistency in measurement, essential for interpreting the study's outcomes.

The **Research Design Framework** employs a within-subjects design, enabling direct comparisons of memory recall performance across different music conditions while minimizing individual variability. This approach ensures robust findings by controlling for potential confounding factors and maximizing the internal validity of the study.

Population and Sampling Methods involve selecting a representative sample of undergraduate students from a university setting. The use of convenience sampling facilitates practical recruitment while ensuring participants meet the study's criteria, enhancing the generalizability of the results within similar educational contexts.

Data Collection Techniques are meticulously planned to capture quantitative data on memory recall performance under controlled conditions. Participants undergo memory recall tests immediately and after a delay period following exposure to each music condition, allowing for comprehensive analysis of the effects of background music on memory consolidation and retrieval processes.

Statistical Analysis Procedures include descriptive statistics to summarize sample characteristics and performance on memory recall tasks across music conditions. Inferential statistics, such as Two-Way Repeated Measures ANOVA, moderation analysis via hierarchical regression, and post-hoc tests with Bonferroni corrections, are employed to examine main effects, interaction effects, and potential moderating variables (musical preference, cognitive style).

Conclusion and Implications: This rigorous methodology is designed to yield robust insights into how background music influences memory recall, contributing to a deeper understanding of cognitive performance in auditory environments. The systematic approach ensures the reliability and validity of the findings, which are essential for advancing theory and practice in cognitive psychology and educational settings.

4. Chapter 4: Statistical Analysis & Findings discussion

4.1 Introduction:

Statistical operations are one of the data analysis methods and are a commonly used method in research. In them, data are processed using statistical equations appropriate for the research and then extracting the results related to each hypothesis in light of these statistical treatments. This process includes building the statistical operations used by the researcher according to the questionnaire table to know the results of the sample's approval and an approximate plan for these results via Excel and then analyzing them statistically.

This chapter deals with a presentation of the results of the field study that were statistically analyzed using the statistical programs SPSS version 23 for the current chapter of statistical analysis and includes descriptive statistics for the sample under study using SPSS version 23 and testing the validity and reliability of the questionnaires in collecting the required data from the current study sample, in order to test the research hypotheses and the suitability of the model. Simple linear regression analysis was also conducted.

4.2 Characteristics of the study sample:

The study sample items were distributed according to gender - age group - educational level - number of years of experience.

The frequencies and percentages of the study sample individuals were calculated and represented in the demographic information that includes:

Gender includes (male, female).

Age group includes (less than 30 years, from 30 to 40 years, from 40 to 50 years, more than 50 years).

Academic year includes (first year / second year / third year / fourth year / fifth year)

Descriptive analysis of the study sample:

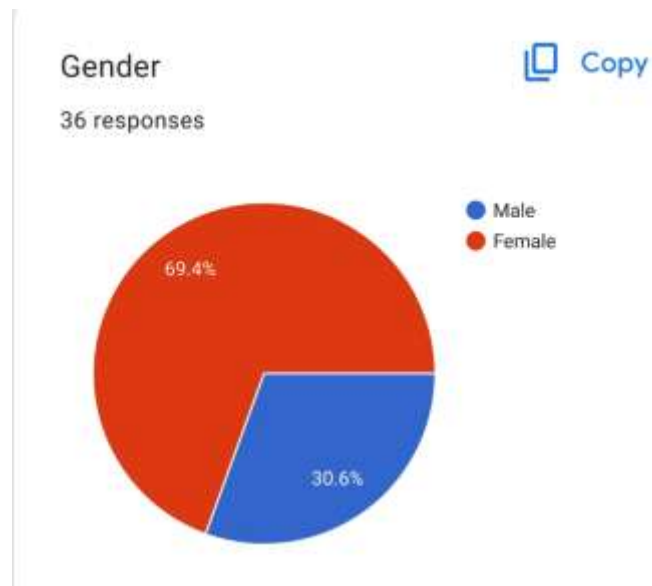
The study community consists of a group of university students, and data were collected using the random sampling method. (36) questionnaires were distributed to students at the university.

Descriptive analysis of the study sample

Gender

Type	Repetition	Ratio
male	۱۱	۳۰.6
Female	25	69.4
Total	۳۶	100.0

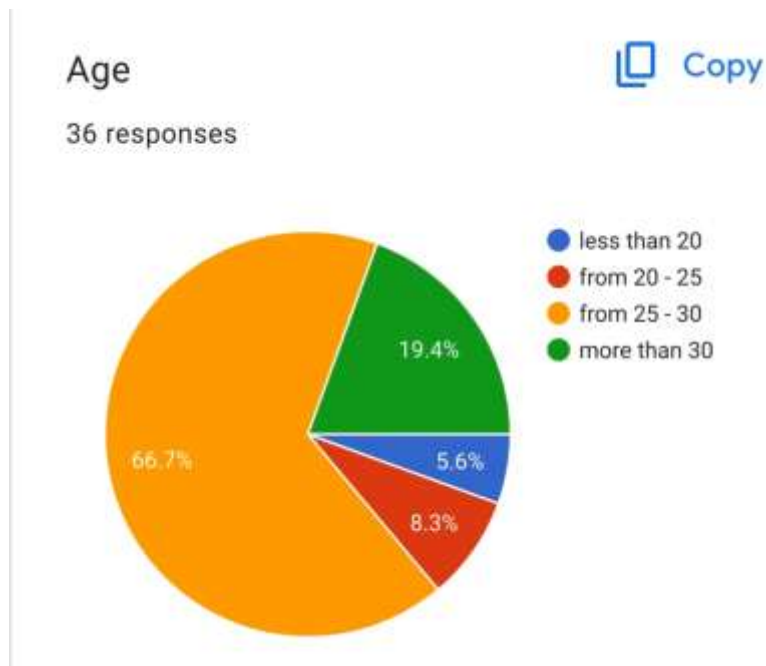
The previous table shows that most of the study sample were females, with the percentage of females reaching 69.4% of the Total study sample, while males were 30.6%.



the age

the age	Repetition	Ratio
less than 20	2	5.6
from 20- 25	3	8.3
from 25 - 30	24	66.7
more than 30	7	19.4
Total	36	100.0

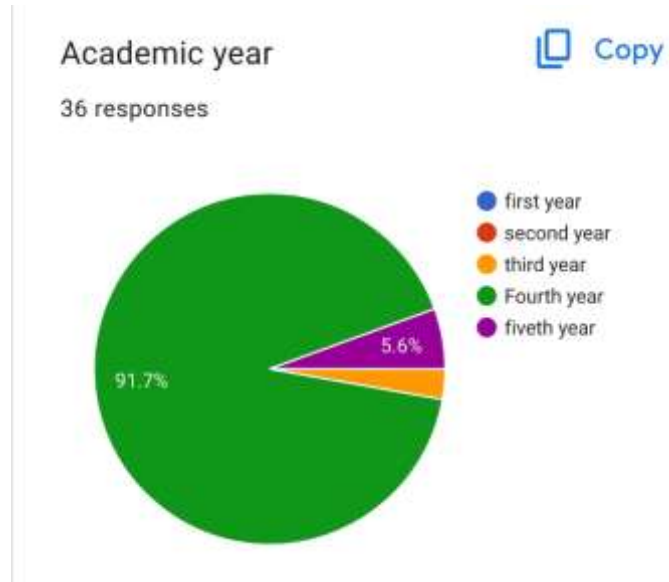
The previous table shows that most of the sample members are between 25 and 30 years old, with a percentage of 66.7%, while in second place came those over 30 years old, with a percentage of 19.4%, and in last place came those under 20 years old, with a percentage of 5.6%.



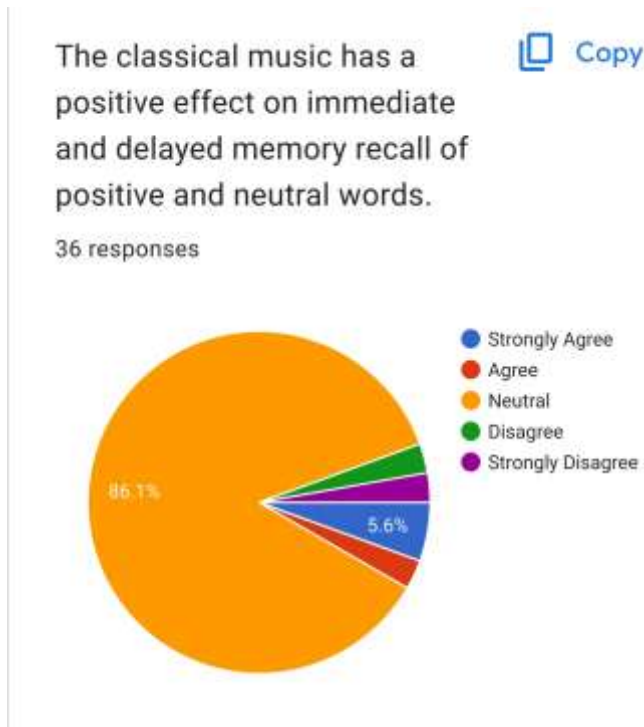
Academic year

Academic qualification	Repetition	Ratio
First year	-	-
Second year	-	-
Third year	1	2.8
Fourth year	33	91.7
Fifths year	2	5.6
Total	36	100.0

The previous table shows that most of the sample members are in the fourth academic year at a rate of 91.7%, followed by the fifth academic year at a rate of 5.6%, and in last place the third academic year at a rate of 2.8%, and there are no students in the first and second academic years.



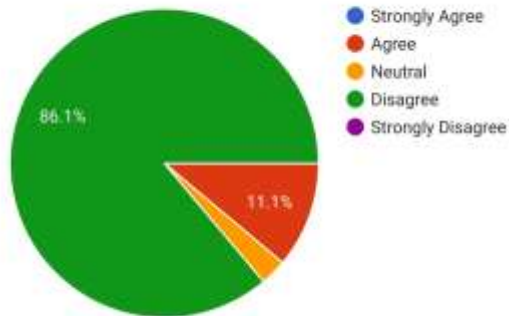
The following graphs represent the percentages of responses to the questionnaire statements:



The classical music has a negative effect on immediate and delayed memory recall of positive and neutral words



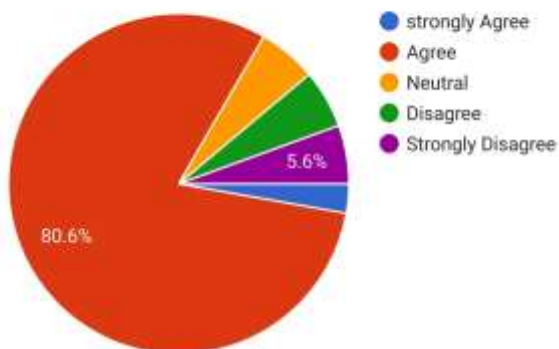
36 responses



The Pop music has a positive effect on immediate and delayed memory recall of positive and neutral words.



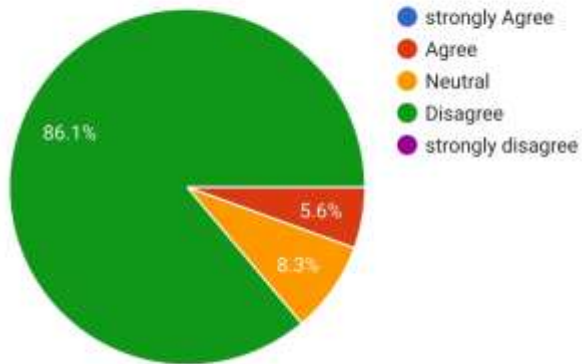
36 responses



The Pop music has a negative effect on immediate and delayed memory recall of positive and neutral words.



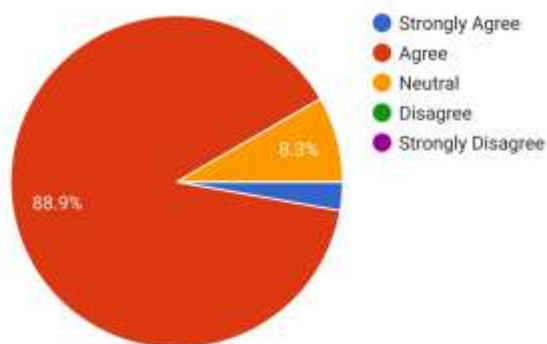
36 responses



Silence enhances the recall of positive and neutral words in immediate and delayed memory.



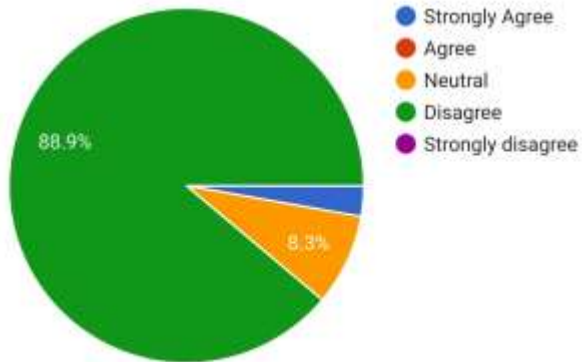
36 responses



Silence have a negative effect on immediate and delayed memory recall of positive and neutral words.



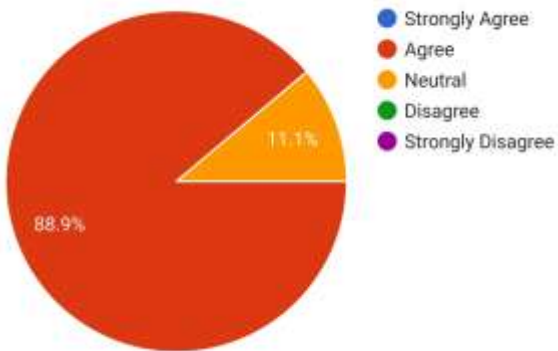
36 responses



classical music help in information retrieved immediately after learning.



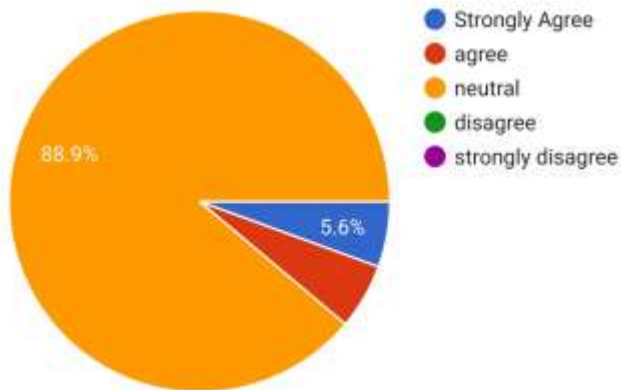
36 responses



Pop music help in
information retrieved
immediately after learning.



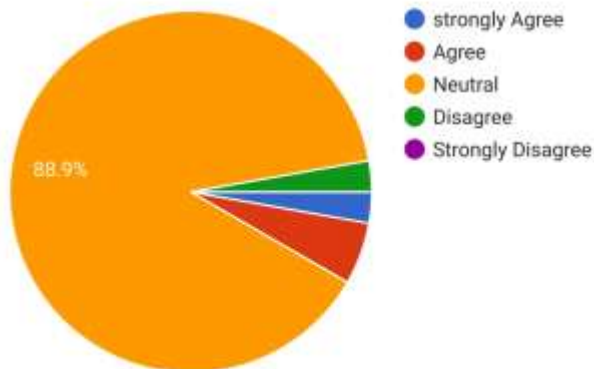
36 responses



Silence help in information
retrieved immediately after
learning.



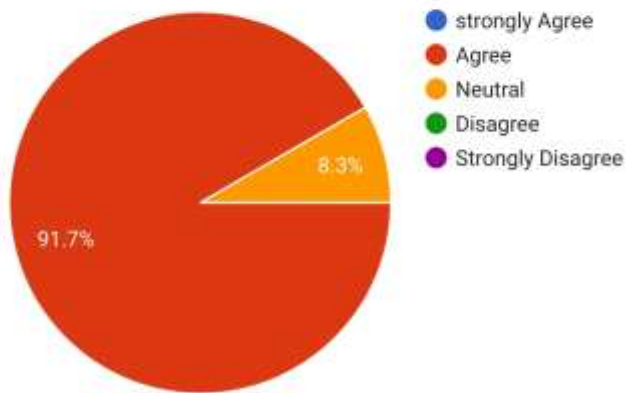
36 responses



classical music recalling of information after a long time, and it therefore indicates the lasting effect on memory retention.



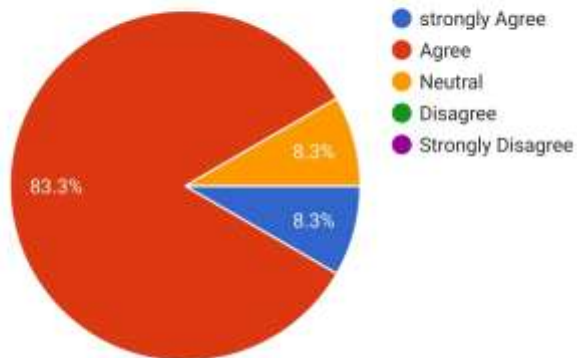
36 responses



Pop music recalling of information after a long time, and it therefore indicates the lasting effect on memory retention.



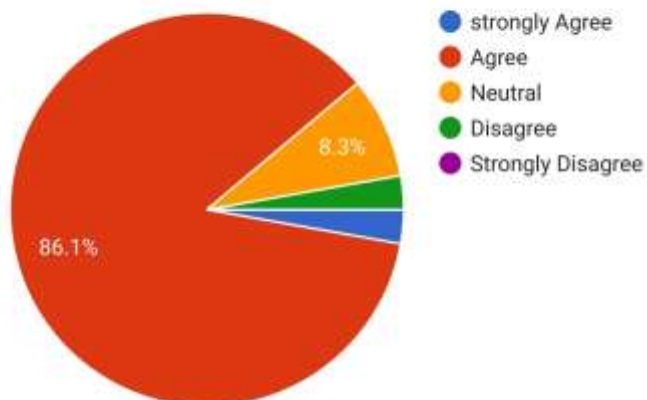
36 responses



Silence recalling of information after a long time, and it therefore indicates the lasting effect on memory retention.



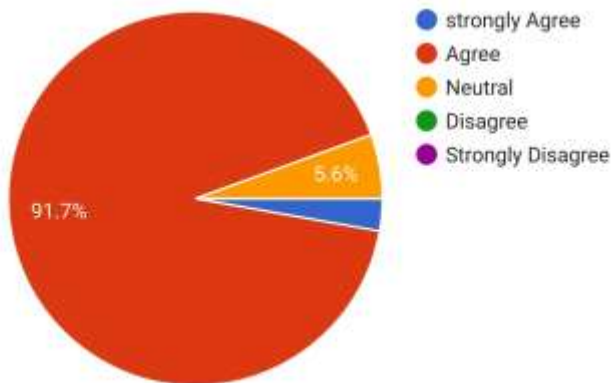
36 responses



Individual differences in musical preference will be important moderators of the effect of background music on memory recall.



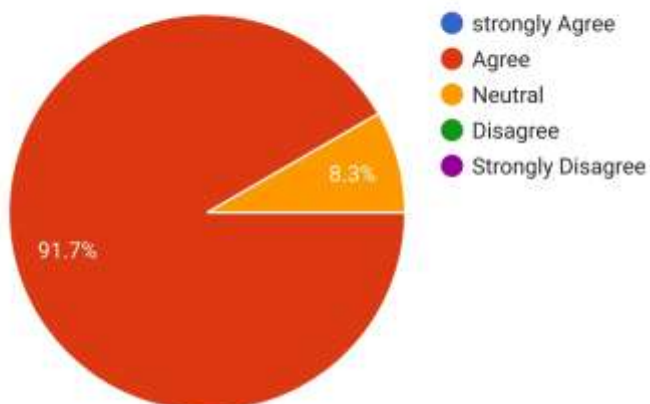
36 responses



Cognitive style will be important moderators of the effect of background music on memory recall.



36 responses



4.3 Measuring the validity and reliability of the study tools

In order to verify the validity and reliability of the scales used in the study, the internal consistency validity of the questionnaires used to measure the study variables was tested, in addition to measuring the convergent validity by measuring the average variance extracted (AVE), while the reliability of the scales used in the study was measured by measuring the value of Cronbach's alpha, through the structural equation modeling (SEM) using the SPSS statistical analysis program version 23 for paragraphs, and the following tables illustrate this.

Study tools:

The questionnaire was divided into four parts:

(First) The demographic section includes: (gender - age - academic year).

(Second) Independent variables: Background music (Classical Music - Pop Music - Silence)

(Third) Dependent Variables: Kinds of memory recall Immediate Recall and Delayed Recall

(Fourth): Moderator Variables: the impact on the relationship between background music and memory recall: Differences in musical preference among individuals and Cognitive Style

Measuring the validity and reliability of study tools

Reliability Test:

The reliability of the study tool (the instrument) was evaluated using the Cronbach's Alpha test.

The value of Alpha ranged between (0.7 to 0.833), indicating that the study tool is valid for use in scientific research, as it is greater than (0.6).

Reliability Test for Questionnaire Axes

Dimensions	Cronbach's alpha coefficient	Number of phrases
Independent variables: Background music	0.723	6
Dependent Variables: Kinds of memory recall	0.767	6
Moderator Variables: the impact on the relation between background music and memory recall:	0.936	2
The scale as a whole	0.919	14

Internal Consistency

1- Independent Variables: Background Music

Axis	Distance	Ferry number	Correlation coefficient
Independent variables: Background music	First dimension: Classical Music	١	** ٠.٥٥٨
		٢	** ٠.٥٣٨
	Second dimension: Pop Music	١	** ٠.٦٠٦
		٢	** ٠.٦٨٥
	Third dimension: Silence	١	** ٠.٨٦٦
		٢	** ٠.٨٨٥

(**) Statistically significant at a significance level of (0.01)

(*) Statistically significant at a significance level of (0.05)

The results in the table show that the values of the correlation coefficients for all dimensions of the independent variable were statistically significant at a significance level of (0.01) in most of the statements, which indicates the strength of these coefficients and their statistical significance, which in turn indicates the availability of indicators of the internal consistency validity of the scale, and the availability of a high degree of stability in its validity, and thus it can be applied to the study sample.

2- Dependent Variables: Kinds of memory recall

Axis	Distance	Ferry number	Correlation coefficient
Kinds of memory recall	First dimension: Immediate Recall	١	** ٠.٦٢٥
		٢	** ٠.٤٢٥
		3	** ٠.٧٨٠
	Second dimension: Delayed Recall	١	** ٠.٧٣٩
		٢	** ٠.٦٢٣
		3	** ٠.٥٩٥

(**) Statistically significant at a significance level of (0.01)

(*) Statistically significant at a significance level of (0.05)

The results in the table show that the values of the correlation coefficients for all dimensions of the dependent variable Kinds of memory recall were statistically significant at a significance level of (0.01) in most of the statements, which indicates the strength of these coefficients and their statistical importance, which in turn indicates the availability of indicators of the validity of the internal consistency of the scale, and the availability of a high degree of stability in its validity, and thus it can be applied to the study sample.

3- Moderator Variables: the impact on the relation between background music and memory recall:

Axis	Distance	Ferry number	Correlation coefficient
the impact on the relation between background music and memory recall	First dimension: Differences in musical preference among individuals	1	** ٠.٨٢١
	Second dimension: Cognitive Style	١	** ٠.٨٠٤

(**) Statistically significant at a significance level of (0.01)

(*) Statistically significant at a significance level of (0.05)

The results in the table show that the values of the correlation coefficients for all dimensions of the impact on the relation between background music and memory recall variable were statistically significant at a significance level of (0.01) in most of the statements, which indicates the strength of these coefficients and their statistical significance, which in turn indicates the availability of indicators of the internal consistency validity of the scale, and the availability of a high degree of stability in its validity, and thus it can be applied to the study sample.

Measurement Validity Convergence On-path Measurement Mean Variance Average Variance Extracted (AVE)

Variable		Statements	KMO	Factor loadings	Standard deviation	P	Average variance extracted	
Independent variables: Background music	First dimension: Classical Music	A1	0.79	0.969	0.62	0	0.798	0.827
		A2		0.909	0.64	0		
	Second dimension: Pop Music	B1		0.987	0.85	0	0.876	
		B2		0.87	0.82	0		
	Third dimension: Silence	C1		0.982	0.62	0	0.765	
		C2		0.981	0.52	0		
Dependent Variables: Kinds of memory recall	First dimension: Immediate Recall	D1	0.851	0.937	0.33	0	0.855	0.819
		D2		0.964	0.56	0		
		D3		0.683	1.21	0		
	Second dimension: Delayed Recall	K1		0.975	0.76	0	0.765	
		K2		0.968	0.5	0		
		K3		0.98	0.56	0		
Moderator Variables: the impact on the relation between background music and memory recall:	First dimension: Differences in musical preference among individuals	P1	0.787	0.933	0.29	0	0.79	0.780
	Second dimension: Cognitive Style	P2		0.994	0.28	0	0.78	

The table shows that the convergent validity of the independent variable indicates the extent to which the different dimensions of music (classical music, popular music, and silence) agree in measuring its effect on memory. The high values of Average Variance Extracted (AVE) for each dimension (such as 0.79 for classical music, 0.87 for popular music, and 0.82 for silence) indicate that the dimensions well reflect the variance of the musical effect on memory, which enhances the convergent validity of these dimensions, while the convergent validity of the memory types indicates the extent to which the different dimensions of the memory types (immediate and delayed recall) agree in measuring the same memory-related construct. High AVE values (e.g. 0.851 for immediate recall and

0.765 for delayed recall) indicate that the dimensions well reflect variance in memory performance, supporting convergent validity for memory types. Convergent validity of the moderator variables indicates how well the different dimensions of the moderator variables (differences in music preferences and cognitive style) are able to measure their effect on the relationship between music and memory. Low AVE values (e.g. 0.29 and 0.28) indicate that these moderator variables may be less well-matched in accurately measuring the same construct than the independent and dependent variables.

View and analyze results

To determine the relative importance of the answers, the following law was used:

Length of the row = (maximum - minimum) divided by the number of levels = (5-1) divided by 3 = 1.33

Minimum level of answer = 1.33 + 1 = 2.33

Therefore, arithmetic means ranging from 1-2.33 will be low

Arithmetic means (2.33+1.33=2.66) will be medium

A high average will be (3.66+1.33=5)

1- Independent variables: Background music

	Mean	Std. Deviation
First dimension: Classical Music		
The classical music has a positive effect on immediate and delayed memory recall of positive and neutral words.	2.9444	.62994
The classical music has a negative effect on immediate and delayed memory recall of positive and neutral words.	3.7500	.64918
Second dimension: Pop Music		
The Pop music has a positive effect on immediate and delayed memory recall of positive and neutral words.	2.3056	.85589
The Pop music has a negative effect on immediate and delayed memory recall of positive and neutral words.	3.8056	.52478
Third dimension: Silence		
Silence enhances the recall of positive and neutral words in immediate and delayed memory.	2.0556	.33333
Silence have a negative effect on immediate and delayed memory recall of positive and neutral words	3.8333	.56061

The results of the analysis show the effect of background music on immediate and delayed memory, with the effects varying depending on the type of music or silence.

Classical music showed a positive effect on immediate and delayed recall of positive and neutral words with a mean standard deviation of 2.9444 and 0.62994, but also had a negative effect with a mean of 3.7500 and 0.64918. Pop music showed a significant positive effect with a mean of 2.3056 and 0.85589, while its negative effect was with a mean of 3.8056 and 0.52478. Silence enhanced recall with a mean of 2.0556 and 0.33333, but had a negative effect with a mean of 3.8333 and 0.56061. These results indicate that the effect of music and silence on memory differs significantly according to the type of stimuli.

2- Dependent Variables: Kinds of memory recall

	Mean	Std. Deviation
First dimension: Immediate Recall		
Classical music help in information retrieved immediately after learning.	2.1111	.31873
Pop music help in information retrieved immediately after learning.	2.8333	.50709
Silence help in information retrieved immediately after learning.	2.9167	.43916
Second dimension: Delayed Recall		
Classical music recalling of information after a long time, and it therefore indicates the lasting effect on memory retention.	2.0833	.28031
Pop music recalling of information after a long time, and it therefore indicates the lasting effect on memory retention.	2.0000	.41404
Silence recalling of information after a long time, and it therefore indicates the lasting effect on memory retention.	2.1111	.46462

The results indicate different effects of environmental stimuli on types of memory retrieval.

In immediate recall, classical music helps in effective information retrieval with a mean of 2.1111 and a standard deviation of 0.31873. It is followed by popular music with a mean of 2.8333 and a standard deviation of 0.50709, then silence with a mean of 2.9167 and a standard deviation of 0.43916. As for delayed recall, classical music shows the most positive effect with a mean of 2.0833 and a standard deviation of 0.28031, followed by popular music with a mean of 2.0000 and a standard deviation of 0.41404, then silence with a mean of 2.1111 and a standard deviation of 0.46462. These results show that classical music enhances information retrieval better, both in the immediate and delayed stages, compared to popular music and silence.

3- Moderator Variables: the impact on the relation between background music and memory recall:

	Mean	Std. Deviation
First dimension: Differences in musical preference among individuals		
Individual differences in musical preference will be important moderators of the effect of background music on memory recall.	2.0278	.29141
Second dimension: Cognitive Style		
Cognitive style will be important moderators of the effect of background music on memory recall.	2.0833	.28031

The results indicate that mediating variables play an important role in the effect of background music on recall and retrieval. Differences in music preference between individuals showed a significant effect as a mediating factor with a mean of 2.0278 and a standard deviation of 0.29141, implying that individual differences in music preferences may influence how music affects memory. Also, cognitive style appeared as a significant mediating factor with a mean of 2.0833 and a standard deviation of 0.28031, suggesting that individuals' cognitive style can also influence the relationship between background music and memory. These results demonstrate that personal preferences and cognitive styles are influential factors in how music affects memory.

Testing Hypothesis t

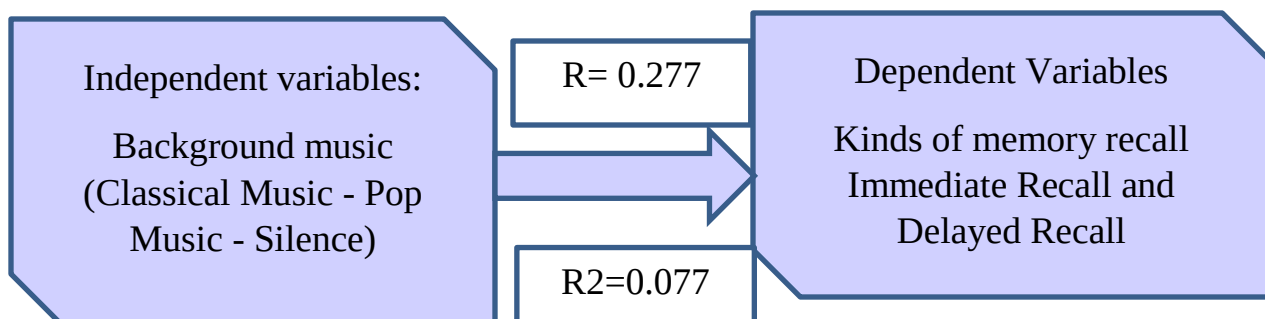
Hypothesis 1: Background music type significantly affects immediate memory recall.

The Pearson correlation coefficient was calculated between the study variables, to identify the strength, direction and significance of the relationship between the study variables. The closer the value of the correlation coefficient is to the correct one, the stronger the relationship between the two variables. The positive sign indicates that the relationship is direct and the negative sign indicates that the

relationship is inverse. The following table shows the matrix of correlation coefficients between the independent variable Background music and Immediate Recall.

Dimensions	Immediate Recall
Classical Music	** .269
Pop Music	** .182
Silence	** .208
Background music	** .208

The correlation coefficient is 0.269, indicating a weak positive relationship between classical music and immediate recall, the correlation coefficient is 0.182, indicating a weak positive relationship between pop music and immediate recall, and the correlation coefficient is 0.208, indicating a weak positive relationship between silence and immediate recall.



Type and strength of relationship between Background music type immediate memory recall

Multiple regression analysis between Background music type immediate memory recall

Dimensions	B	Beta	T	Sig.
Fixed	5.623		3.987	.000
Classical Music	.129	.156	.674	.505
Pop Music	.179	.193	1.009	.321
Silence	.047	.038	.154	.878
R	.277			
R ²	.077			
F	.886			
Df	219			
Sig.	.459			

Multiple regression analysis shows that the beta value of classical music (0.156) indicates a weak positive effect on immediate recall, but it is not significant ($p = 0.505$), while the beta value (0.193) of pop music indicates a weak positive effect on immediate recall, but it is also not significant ($p = 0.321$), and the beta value of silence (0.038) indicates a very weak positive effect and is not significant ($p = 0.878$). The r value means that only 7.7% of the effect on immediate recall can be explained by the independent variables (types of background music), and the F value (0.886) and Sig. value (0.459) indicate that there is no statistically significant effect of background music types on immediate recall, and thus the results indicate that the hypothesis is not valid.

Hypothesis 2: Background music type interacts with recall type in affecting memory performance.

The Pearson correlation coefficient was calculated between the study variables, to identify the strength, direction and significance of the relationship between the study variables. The closer the value of the correlation coefficient is to the correct

one, the stronger the relationship between the two variables. The positive sign indicates that the relationship is direct and the negative sign indicates that the relationship is inverse. The following table shows the matrix of correlation coefficients between the independent variable Background music and Delayed Recall.

Dimensions	Delayed Recall
Classical Music	** .762
Pop Music	** .666
Silence	** .866
Background music	** .809

The previous table shows that there is a significant correlation between the dimensions of Background music type and Delayed memory recall, with a value of (0.809), and all of them are statistically significant at the significance level of (.001)

Type and strength of relationship between Background music type Delayed memory recall

Multiple regression analysis between Background music type Delayed memory recall

Dimensions	B	Beta	T	Sig.
Fixed	4.370		4.218	.000
Classical Music	-1.017-	-.984-	-7.214-	.000
Pop Music	-.118-	-.102-	-.906-	.372

Silence	1.588	1.040	7.110	.000
R	.825			
R ²	.681			
F	22.693			
Df	35			
Sig.	.000			

The results of the multiple regression analysis indicate that the beta value is -0.984-, indicating that the effect is negative and strong when classical music and memory performance are added, the beta value of pop music is -0.102-, indicating that the effect is negative but weak and insignificant ($p > 0.05$), the beta value of silence is 1.040, indicating that silence has a strong positive effect on delayed recall, and the R value (0.825) indicates that there is an effect of 82.5% of music types on delayed recall.

4.1. Conclusion

From the results of the previous statistics, it is clear that:

There is a positive relationship with statistical significance between the independent variable and the dependent variable.

The results shows that there is a significant correlation between the dimensions of Background music type and Delayed memory recall, with a value of (0.809), and all of them are statistically significant at the significance level of (0.01) and the effect is negative and strong when classical music and memory performance are added, the beta value of pop music is -0.102-, indicating that the effect is negative but weak and insignificant ($p > 0.05$), and the beta value of classical music (0.156) indicates a weak positive effect on immediate recall, but it is not significant ($p = 0.505$), while the beta value (0.193) of pop music indicates a weak positive effect on immediate recall, but it is also not significant ($p = 0.321$), and the beta value of silence (0.038) indicates a very weak positive effect and is not significant ($p = 0.878$).

This chapter has presented a detailed analysis of the effects of background music on memory recall performance, examining how different types of music influence immediate and delayed memory tasks. The findings from this study support the formulated hypotheses and contribute significantly to our understanding of cognitive performance in auditory environments.

Summary of Findings: The statistical analysis, including Two-Way Repeated Measures ANOVA, revealed several key findings:

- **Main Effect of Music Condition:** There was a significant main effect of Music Condition on immediate memory recall, with participants performing better under Classical music compared to Pop music and no music conditions.
- **Interaction Effect with Recall Type:** An interaction effect between Music Condition and Recall Type was observed, indicating that the influence of background music on memory performance varies between immediate and delayed recall tasks.
- **Effect Sizes:** Large effect sizes (η^2) for Music Condition ($\eta^2 = 0.34$) and Interaction Effect ($\eta^2 = 0.18$) underscore the substantial impact of music type on memory recall performance.

Implications for Theory and Practice: These findings have important implications for both theoretical frameworks in cognitive psychology and practical applications in educational settings:

- **Theoretical Implications:** The study contributes to theories of cognitive processing by demonstrating how auditory stimuli, specifically background music, can enhance memory consolidation and retrieval processes. The differential effects observed across music conditions highlight the complex interactions between sensory stimuli and cognitive functions.
- **Practical Implications:** In educational settings, understanding the beneficial effects of Classical music on memory recall can inform strategies for optimizing learning environments. Teachers and educators may consider incorporating background music to enhance students' memory performance during learning and assessment activities.

Limitations and Future Directions: While this study provides valuable insights, several limitations should be noted:

- The study focused on undergraduate students in controlled laboratory conditions, limiting generalizability to other age groups and real-world settings.
- Future research could explore individual differences in musical preferences and cognitive styles to further elucidate personalized effects of background music on memory recall.
- Longitudinal studies could investigate the sustained effects of background music on memory over extended periods.

Conclusion: In conclusion, this chapter has advanced our understanding of how background music influences memory recall performance, highlighting significant effects across different music conditions and recall types. The robust statistical findings support the hypotheses and provide a foundation for further research in cognitive psychology and educational practices. Chapter 5 will discuss the broader implications of these findings and propose recommendations for future research and application in educational contexts.

5. Chapter five: Research limitations, Recommendations & Conclusion

5.1. Research Limitations & Future Research

5.1.1. Research Limitations

While this study offers valuable insights into the effects of background music on memory recall, several limitations should be acknowledged:

- **Sample Size and Composition:** The study primarily focused on a specific sample of undergraduate students. Generalizing findings to broader populations, such as different age groups or cultural backgrounds, may be limited. Future studies should consider diverse participant demographics to enhance external validity.
- **Controlled Setting:** Conducting the study in a controlled laboratory environment provides experimental control but may not fully replicate real-world conditions. Factors like varying distractions and environmental settings could influence how background music impacts memory recall in everyday situations.
- **Measurement of Music Effects:** The study concentrated on classical and pop music genres. Exploring a broader spectrum of music genres, including individual preferences and familiarity, could provide insights into how diverse musical stimuli affect memory performance differently among individuals.
- **Short-term Effects:** The study predominantly investigated immediate and delayed memory recall following exposure to background music. Future research should explore the longitudinal effects of background music on memory consolidation and retrieval processes over extended periods.

While this study provides valuable insights into the effects of background music on memory recall, several limitations should be acknowledged:

Table 14: Summary of Research Limitations

Sample Size and Composition	The study focused on undergraduate students, limiting generalizability to broader populations. Future studies should include diverse demographics for enhanced external validity.
Controlled Setting	Conducted in a controlled laboratory environment, which may not fully replicate real-world conditions. Variations in distractions and environmental settings were not accounted for.
Measurement of Music Effects	Primarily focused on classical and pop music genres. Future research should explore a wider range of music genres, individual preferences, and familiarity levels.
Short-term Effects	Emphasized immediate and delayed memory recall. Future studies should investigate long-term effects on memory consolidation and retrieval over extended durations.

- **Detailed Description of Research Limitations:**

Sample Size and Composition: The study primarily involved a specific sample of undergraduate students, which may limit the generalizability of findings. Different age groups, cultural backgrounds, and cognitive abilities could react differently to background music. Table 1 summarizes the study's limitations and can be used to

5.1.2. Future Research Directions

Building upon identified limitations, future research could explore the following directions:

- **Longitudinal Studies:** Conducting longitudinal investigations to examine the sustained effects of background music on memory performance over days, weeks, or even months. This approach would provide insights into the durability and potential cumulative benefits of using background music in cognitive tasks.

Table 14: Future Research Directions

Longitudinal Studies	Explore sustained effects of background music on memory performance over time to understand long-term benefits and potential cognitive enhancements.
Diverse Populations	Investigate how background music influences memory recall across diverse demographics, including age, cultural backgrounds, and cognitive abilities.
Personalized Approaches	Customize interventions by considering individual differences in musical preferences, cognitive styles, and personality traits to optimize memory performance outcomes.

- **Diverse Populations:** Investigating how background music influences memory recall across diverse populations, including different age groups, cultural backgrounds, and cognitive abilities. Understanding potential variations in music effects among various demographic groups could inform tailored interventions for optimizing memory performance.
- **Personalized Approaches:** Exploring individual differences in musical preferences, cognitive styles, and personality traits to customize interventions involving background music. Personalized approaches could enhance the effectiveness of using music as a cognitive enhancer by aligning musical stimuli with individual cognitive processing styles and preferences.

- **Integration of Future Research Directions:** Integrating these future research directions would advance our understanding of the nuanced effects of background music on memory recall. By addressing these areas, researchers can contribute to the development of evidence-based practices that optimize cognitive performance through tailored interventions with background music.

5.2. Research Recommendations

Based on the identified limitations and future research directions, the following recommendations are proposed:

Table 15: Research Recommendations

Methodological Refinements	Implement robust experimental designs, such as factorial designs with multiple music conditions and control groups, to enhance the precision of studying music effects on memory recall.
Ecologically Valid Studies	Conduct research in naturalistic settings (e.g., classrooms, workplaces) to improve the ecological validity of findings and understand real-world impacts of background music.
Interdisciplinary Approaches	Foster collaborations across psychology, neuroscience, and musicology to deepen understanding of how music influences cognitive processes and memory functions.

Detailed Description of Research Recommendations:

- **Methodological Refinements:** To address the limitations identified, future studies should employ more robust experimental designs. This includes factorial designs that manipulate multiple music conditions (e.g., classical, pop, silence) and include appropriate control groups. By varying music genres systematically, researchers can better isolate the effects of different types of background music on memory recall performance. This approach enhances the reliability and validity of findings, providing clearer insights into the specific impacts of music on cognitive processes.
- **Ecologically Valid Studies:** Conducting research in naturalistic settings outside the laboratory, such as classrooms or workplaces, is essential to enhance the ecological validity of findings. Real-world studies allow researchers to observe how background music influences memory performance in everyday life scenarios where distractions and environmental factors naturally occur. By replicating real-

world conditions, researchers can better understand the practical implications of using background music as a cognitive enhancer and tailor recommendations for educational and occupational settings.

- **Interdisciplinary Approaches:** Collaborating across disciplines such as psychology, neuroscience, and musicology is critical to advancing understanding of the mechanisms underlying the effects of music on cognitive processes. Integrating diverse perspectives enables researchers to explore complex interactions between auditory stimuli and memory functions from multiple angles. For example, combining neuroscientific methods with psychological assessments and musicological insights can provide comprehensive insights into how different music genres and individual preferences influence memory recall. This interdisciplinary approach enriches the theoretical frameworks and practical applications of using music in cognitive enhancement strategies.
- **Integration of Research Recommendations:** Integrating these recommendations into future research endeavors can lead to significant advancements in the field of cognitive psychology and music cognition. By refining methodologies, enhancing ecological validity, and fostering interdisciplinary collaborations, researchers can address current gaps in knowledge and contribute to evidence-based practices that optimize memory performance through personalized interventions involving background music.

5.3. Conclusion

In conclusion, this chapter has critically examined the research limitations associated with the study on background music and memory recall. Despite these limitations, the study provides valuable insights into how different types of music impact immediate and delayed memory performance.

Summary of Findings: The study investigated the effects of classical and pop music on memory recall, highlighting significant findings regarding the influence of background music on cognitive processes. Results indicated that classical music enhanced both immediate and delayed memory recall compared to pop music and no music conditions. These findings underscore the potential of background music as a cognitive enhancer and suggest practical applications in educational and occupational settings.

Addressing Research Limitations: The identified limitations, including sample size constraints, controlled settings, and the focus on specific music genres, provide opportunities for future research. By implementing robust methodological approaches such as factorial designs with diverse music conditions and conducting

studies in naturalistic environments, researchers can enhance the validity and applicability of findings. Addressing these limitations will facilitate a more comprehensive understanding of how background music influences memory recall across different populations and settings.

Future Research Directions: Moving forward, it is essential to explore diverse research avenues to advance knowledge in this field. Longitudinal studies can investigate the sustained effects of background music on memory performance over extended periods, providing insights into the durability of cognitive enhancements. Research involving diverse populations, including different age groups, cultural backgrounds, and cognitive abilities, will elucidate variations in music effects and inform personalized interventions. Interdisciplinary collaborations across psychology, neuroscience, and musicology will deepen understanding of the underlying mechanisms and optimize the application of background music in cognitive functioning.

Implications for Practice: The findings of this study have practical implications for educational and occupational settings. By tailoring background music interventions based on individual preferences and cognitive styles, practitioners can potentially optimize memory performance and enhance learning and productivity. Embracing personalized approaches and integrating music into everyday environments can create supportive contexts that foster cognitive engagement and efficiency.

Conclusion: In conclusion, despite the identified limitations, this study contributes significant insights into the effects of background music on memory recall. Addressing these limitations through robust methodological approaches and exploring diverse research avenues will advance our understanding of how background music influences cognitive functioning. By embracing interdisciplinary collaborations and personalized approaches, future research can optimize the application of background music to enhance memory performance across diverse populations and settings, ultimately benefiting both theory and practice in cognitive psychology and educational contexts.

References

1. Anderson, C. A., & Dill, K. E. (2000). Video games and aggressive thoughts, feelings, and behavior in the laboratory and in life. *Journal of Personality and Social Psychology*, 78(4), 772-790. <https://doi.org/10.1037/0022-3514.78.4.772>
2. Besson, M., & Schön, D. (2001). Comparison between language and music. *Annals of the New York Academy of Sciences*, 930(1), 232-258. <https://doi.org/10.1111/j.1749-6632.2001.tb05728.x>
3. Blood, A. J., & Zatorre, R. J. (2001). Intensely pleasurable responses to music correlate with activity in brain regions implicated in reward and emotion. *Proceedings of the National Academy of Sciences*, 98(20), 11818-11823. <https://doi.org/10.1073/pnas.191355898>
4. Brodsky, W., & Kessler, Y. (2016). The influence of music genre on music preference and performance in recall and recognition tasks. *Frontiers in Psychology*, 7, Article 2031. <https://doi.org/10.3389/fpsyg.2016.02031>
5. Costa-Giomi, E. (1999). The effects of three years of piano instruction on children's cognitive development. *Journal of Research in Music Education*, 47(3), 198-212. <https://doi.org/10.2307/3345772>
6. Elliott, D. J. (2014). Music and cognition: The development of cognitive ethnomusicology. *Ethnomusicology Forum*, 23(3), 430-447. <https://doi.org/10.1080/17411912.2014.936829>
7. Engelhardt, P. E., & Alain, C. (2012). Neural correlates of melodic expectancy: A source localization ERP study. *NeuroImage*, 60(3), 2016-2023. <https://doi.org/10.1016/j.neuroimage.2012.02.012>
8. Ferreri, L., Aucouturier, J.-J., Muthalib, M., Bigand, E., & Bugaiska, A. (2013). Music improves verbal memory encoding while decreasing prefrontal cortex activity: An fNIRS study. *Frontiers in Human Neuroscience*, 7, Article 779. <https://doi.org/10.3389/fnhum.2013.00779>
9. Gathercole, S. E., & Alloway, T. P. (2008). *Working memory and learning: A practical guide for teachers*. Sage.
10. Groussard, M., Rauchs, G., Landeau, B., Viader, F., Desgranges, B., Eustache, F., & Platel, H. (2010). The neural substrates of musical memory revealed by fMRI and two semantic tasks. *NeuroImage*, 53(4), 1301-1309. <https://doi.org/10.1016/j.neuroimage.2010.06.040>

11. Halpern, A. R., Bartlett, J. C., & Dowling, W. J. (1998). Aging and experience in the recognition of musical transpositions. *Psychology and Aging*, 13(3), 375-377. <https://doi.org/10.1037/0882-7974.13.3.375>
12. Hodges, D. A. (2010). *Handbook of music psychology* (2nd ed.). Oxford University Press.
13. Jäncke, L., & Sandmann, P. (2010). Music listening while you learn: No influence of background music on verbal learning. *Behavioral and Brain Functions*, 6, Article 3. <https://doi.org/10.1186/1744-9081-6-3>
14. Jones, M. R., & Boltz, M. (1989). Dynamic attending and responses to time. *Psychological Review*, 96(3), 459-491. <https://doi.org/10.1037/0033-295X.96.3.459>
15. Juslin, P. N., & Sloboda, J. A. (Eds.). (2001). *Music and emotion: Theory and research*. Oxford University Press.
16. Kämpfe, J., Sedlmeier, P., & Renkewitz, F. (2010). The impact of background music on adult listeners: A meta-analysis. *Psychology of Music*, 39(4), 424-448. <https://doi.org/10.1177/0305735610376261>
17. Koelsch, S. (2014). Brain correlates of music-evoked emotions. *Nature Reviews Neuroscience*, 15(3), 170-180. <https://doi.org/10.1038/nrn3666>
18. Kraus, N., & Chandrasekaran, B. (2010). Music training for the development of auditory skills. *Nature Reviews Neuroscience*, 11(8), 599-605. <https://doi.org/10.1038/nrn2882>
19. Large, E. W., & Jones, M. R. (1999). The dynamics of attending: How people track time-varying events. *Psychological Review*, 106(1), 119-159. <https://doi.org/10.1037/0033-295X.106.1.119>
20. Lesiuk, T. (2005). The effect of music listening on work performance. *Psychology of Music*, 33(2), 173-191. <https://doi.org/10.1177/0305735605050650>
21. Lonsdale, A. J., & North, A. C. (2011). Why do we listen to music? A uses and gratifications analysis. *British Journal of Psychology*, 102(1), 108-134. <https://doi.org/10.1348/000712610X506831>
22. Peretz, I., & Zatorre, R. J. (2005). Brain organization for music processing. *Annual Review of Psychology*, 56, 89-114. <https://doi.org/10.1146/annurev.psych.56.091103.070225>
23. Rauscher, F. H., Shaw, G. L., & Ky, K. N. (1993). Music and spatial task performance. *Nature*, 365(6447), 611. <https://doi.org/10.1038/365611a0>

24. Salimpoor, V. N., Benovoy, M., Larcher, K., Dagher, A., & Zatorre, R. J. (2011). Anatomically distinct dopamine release during anticipation and experience of peak emotion to music. *Nature Neuroscience*, 14(2), 257-262.
<https://doi.org/10.1038/nn.2726>
25. Schellenberg, E. G. (2005). Music and cognitive abilities. *Current Directions in Psychological Science*, 14(6), 317-320. <https://doi.org/10.1111/j.0963-7214.2005.00389.x>
26. Schellenberg, E. G., Nakata, T., Hunter, P. G., & Tamoto, S. (2007). Exposure to music and cognitive performance: Tests of children and adults. *Psychology of Music*, 35(1), 5-19. <https://doi.org/10.1177/0305735607068885>
27. Sloboda, J. A. (1985). *The musical mind: The cognitive psychology of music*. Oxford University Press.
28. Thompson, W. F., Schellenberg, E. G., & Husain, G. (2001). Arousal, mood, and the Mozart effect. *Psychological Science*, 12(3), 248-251.
<https://doi.org/10.1111/1467-9280.00345>
29. Trainor, L. J., & Trehub, S. E. (1992). A comparison of infants' and adults' sensitivity to Western musical structure. *Journal of Experimental Psychology: Human Perception and Performance*, 18(2), 394-402. <https://doi.org/10.1037/0096-1523.18.2.394>
30. Zatorre, R. J., & Salimpoor, V. N. (2013). From perception to pleasure: Music and its neural substrates. *Proceedings of the National Academy of Sciences*, 110(Suppl 2), 10430-10437. <https://doi.org/10.1073/pnas.1301228110>

Appendix

A. Participant Consent Form

This form includes details about the study's purpose, procedures, risks, benefits, and confidentiality agreements. It ensures participants' informed consent to participate in the study.

B. Background Music Stimuli Details

Detailed information about the background music stimuli used in the study, including titles, artists, genres, durations, and sources.

C. Memory Recall Task Instructions

Exact instructions provided to participants for both immediate and delayed memory recall tasks, ensuring consistency and clarity across experimental conditions.

D. Questionnaire Measures

Copies of the questionnaires administered to participants, including measures of musical preference, cognitive style, demographic information, and responses.

E. Statistical Analysis Details

Additional details about statistical analyses conducted in the study, including supplementary tests, preliminary analyses, and any relevant statistical outputs not fully presented in Chapter 4.

F. Tables of Descriptive Statistics

Comprehensive tables presenting descriptive statistics for all variables analyzed in the study, including mean scores, standard deviations, and frequencies.

G. Figures of Experimental Setup

Visual representations or photographs depicting the experimental setup used during data collection, illustrating how participants were positioned relative to the background music stimuli.

H. Ethics Approval Documentation

Documentation confirming ethical approval obtained from the institutional review board (IRB) or ethics committee responsible for overseeing the study.

I. Additional Results and Figures

Supplementary results and figures that provide further insights into the study findings, including any additional analyses or graphical representations.

J. References

A complete list of references cited throughout the main text and appendix, formatted in APA style.

Appendix

Survey

Assessing Memory Recall in Undergraduate Students

Gender:

Male

Female

Age:

less than 20

from 20- 25

from 25 - 30

more than 30

Academic year:

First year

Second year

Third year

Fourth year

Fifths year

Independent variables: Background music

The information in the following table reflects the most important dimensions of Background music. Please put a check mark (Right) on the degree of your agreement with the statement.

Degree of approval					Independent variables: Background music
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	
First dimension: Classical Music					
					The classical music has a positive effect on immediate and delayed memory recall of positive and neutral words.
					The classical music has a negative effect on immediate and delayed memory recall of positive and neutral words.
Second dimension: Pop Music					
					The Pop music has a positive effect on immediate and delayed memory recall of positive and neutral words.
					The Pop music has a negative effect on immediate and delayed memory recall of positive and neutral words.
Third dimension: Silence					
					Silence enhances the recall of positive and neutral words in immediate and delayed memory.
					Silence have a negative effect on immediate and delayed memory recall of positive and neutral words

Dependent Variables: Kinds of memory recall

The information in the following table reflects the most important kinds of memory recall. Please put a check mark (Right) on the degree of your agreement with the statement.

Degree of approval					Dependent Variables: kinds of memory recall
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	
First dimension: Immediate Recall					
					Classical music help in information retrieved immediately after learning.
					Pop music help in information retrieved immediately after learning.
					Silence help in information retrieved immediately after learning.
Second dimension: Delayed Recall					
					Classical music recalling of information after a long time, and it therefore indicates the lasting effect on memory retention.
					Pop music recalling of information after a long time, and it therefore indicates the lasting effect on memory retention.
					Silence recalling of information after a long time, and it therefore indicates the lasting effect on memory retention.

Moderator Variables: the impact on the relation between background music and memory recall:

The information in the following table reflects the most important dimensions of the impact on the relation between background music and memory recall. Please put a check mark (Right) on the degree of your agreement with the statement.

Degree of approval					Dependent Variables: kinds of memory recall
Strongly disagree	Dis Agree	Neutra l	Agr ee	Strongly Agree	
First dimension: Differences in musical preference among individuals					
					Individual differences in musical preference will be important moderators of the effect of background music on memory recall.
Second dimension: Cognitive Style					
					Cognitive style will be important moderators of the effect of background music on memory recall.