

ABSTRACT

In the thesis, I focus on the relationship between visual memory and the ability to detect changes in photographs. In the theoretical part I introduce the change detection and „change blindness“ phenomenon. Next, this work explores visual memory and refers to studies that focused on visual long-term memory and its role in change detection. The objective of the empirical part of this thesis is to map the relation between visual memory (scene memorability) and change detection illustrated on the ability to recognize changes in photographs of indoor and outdoor scenes. Research was conducted by means of an experiment devised in PsychoPy using flicker paradigm. The research sample comprised 42 respondents, mainly university students. Research results did not confirm the existence of a relation between visual memory and change detection. No correspondence was found between these variables, not even at the level of each category, suggesting that change detection depends on other factors than visual long-term memory.

KEYWORDS:

Change blindness, visual long-term memory, change detection, memorability, perception, experiment