

The role of verbal cues in visual search behavior during observational learning.

Source: Journal of Sport & Exercise Psychology . Jul2007 Supplement, Vol. 29, pS63-S63. 2/3p.

Author(s): Coker, Cheryl A., Hunfalvay, M

Abstract: A limitation in studies examining the effectiveness of different cueing strategies in conjunction with modeling identified by Janelle et al. (2003) is that "mere inferences can be made concerning whether the cued model attributes were those in fact attended to" (p. 836). Using eye-tracking equipment, Coker and Hunfalvay (2006) examined the effectiveness of highlights superimposed over either the arm or racket of video models demonstrating the tennis forehand groundstroke finding that all groups watched the action of the arm significantly more than the racket, regardless of the visual cue provided. The purpose of this study was to extend this research to examine the influence of the addition of verbal cues. Participants (N = 21) were randomly assigned to two groups according to verbal cue and corresponding highlight (arm or racket). Aside from the addition of verbal cues, procedures replicated those of Coker and Hunfalvay (2006). Both groups were shown the same video with the exception of the area highlighted (arm vs. racket). Participants were informed that they would be asked to hit five forehand groundstrokes following the demonstration and that their technique would be assessed for correctness. Participants were also advised that they should focus their attention on the highlight area (arm or racket according to group) as it was the area that was most pertinent to successful performance of the skill. Eye movements were recorded using the eye-gaze response interface computer aid. The variable of interest was the mean percentage time that the eye was looking at the highlighted area. Results indicated that the arm group spent a significantly greater amount of time looking at the cue provided (arm M = 28.34% vs. racket M = 10.56%). No significant difference were found for the racket group between the arm (M = 20.17%) and racket (M = 19.85%) look zones. When compared with previously reported data, however, the addition of verbal cues did significantly increase the percentage of time viewing the appropriate look zone.