

This elaboration has an interesting property vis-à-vis the semantic elaboration illustrated earlier. They are basically isomorphic with respect to the graph structure of the propositions interconnecting them. This is illustrated in Figure 18.1, which sets forth schematically the structure of interconnections among the propositions. So, with respect to redundancy of connections, there is no necessary difference between orthographic and semantic processing. However, there are three observations to be made about Elaboration (a) versus Elaboration (b):

1. There is an enormous difference in the ease of generating the two types of elaborations. Semantic elaborations seem to come to mind without problem, whereas generating orthographic elaborations is like pulling teeth.
2. Even if differences in ease of generating the elaborations were removed by giving subjects (a) or (b) to study, subjects would still be likely to do better on (a) than (b). The reason for this is that it is easier to further elaborate on (a) than (b).
3. Even if the experimenter could manage to have the subject encode *only* elaboration (a) or *only* elaboration (b), there would still be an advantage for (a). This is because one's reconstructive processes are better able to interpret the "semantic" remnants at delay.

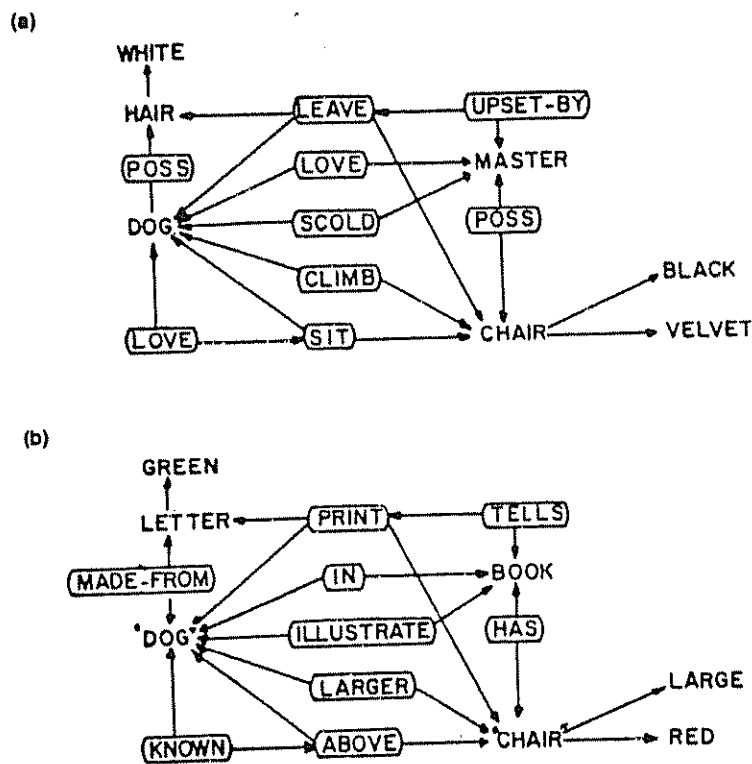


FIG. 18.1. A graph structure illustrating the connectivity among concepts in (a) the semantic elaboration and (b) the typographical elaboration. From Anderson (1976).