CALIFORNIA STATE SCIENCE FAIR
2004 PROJECT SUMMARY

Name(s)
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Project Number
J0338

Project Title
Where to Look: Can You Predict Where People Will Look when Presented with a Visual Image?

Abstract

Objectives/Goals
The experiment was meant to show if you can be predicted where most people would look, or where the eye goes first. Because we read left to right, top to bottom, I predict the upper left area of a visual image is where most people will look first.

Methods/Materials
About two hundred students in seven intermediate-grade classrooms were tested four times, using transparencies and an overhead projector. Each transparency had four large block letters. The tests were kept from view until shown, one at a time, on the overhead projector for about two seconds each. The survey forms were passed out before the testing began, and asked for age, boy or girl, and if left or right handed, but no name. The tests were conducted at various times during the school day. After the four tests, the surveys were collected and the results tabulated.

Results
In all of the categories, there were more responses marked for the image in the upper left corner than any other. The upper right had the second most responses, and the lower left and right hand corner#s responses were very low.

Conclusions/Discussion
With intermediate school students, you can predict that the upper left area will be chosen most often. If the experiment were done on younger children, or a group whose language reads differently, then the results might be different.

Summary Statement
My project was to show if you can predict the way the human eye reacts to images.

Help Received
My Dad helped with charts and Excel, my Mom helped with layout and Steve Eso of Bakersfield College helped with statictics.