



**CALIFORNIA STATE SCIENCE FAIR
2017 PROJECT SUMMARY**

Name(s) Matthew S. Mekari	Project Number J0414
Project Title The Power of Color	
<p style="text-align: center;">Abstract</p> <p>Objectives/Goals The goal of this experiment was to find out which color makes a visual search the easiest and most difficult for each gender.</p> <p>Methods/Materials 11 sheets of computer paper, 1 package of 10 Crayola Classic Color markers, stopwatch, writing supplies 6 spreadsheets.</p> <p>Results In terms of difficulty, the men and women had similar results. Both genders showed to struggle when the color of the search is yellow. When testing which color made the search the least difficult, the men and women varied. Men were shown to find the target of the search the fastest when the search was colored brown and women had the easiest time when the search was black.</p> <p>Conclusions/Discussion The results of this experiment showed that the color yellow dominated as the hardest to find for each gender. The color that made the search the easiest for the males was brown and for the females was black. The reason why the results showed these colors in specific is because each color has a specific effect on our minds. The reason yellow made the search the most difficult was because it overwhelms the human mind. On the other hand, brown and black made the test easy because these colors are found to have a correlation with relaxation and simplicity. These results can be used to expand knowledge on what affects certain colors have on the human brain to be used by scientists in real world applications such as deciding what colors should be used in a company's advertisements or to figure out what color to paint your relaxation room.</p>	
Summary Statement In this experiment, I showed that different colors can have different affects on the human mind through the form of completing a simple visual search.	
Help Received I had no help in this experiment. I made, finalized and administered the test by myself.	