



**CALIFORNIA STATE SCIENCE FAIR
2017 PROJECT SUMMARY**

Name(s) Annabelle R. Mersman	Project Number J0714
Project Title Inattentional Blindness: More Than Just a Magic Trick	
<p style="text-align: center;">Abstract</p> <p>Objectives/Goals Is there a connection between how much inattentional blindness you experience and your personality? I will categorize subjects into Type A personality and Type B personality groups then test how focused and aware of their surroundings they are through a short video. I hypothesize that the type B personality types will show that they experience more inattentional blindness than the type A personality types and get lower scores on the Inattentional Blindness test than the Type A personalities.</p> <p>Methods/Materials Materials: Computers and 7th and 8th grade subjects Procedures/Methods: Create the tests (Inattentional Blindness and Type A Type B Personality tests) and administer them to the students. Score the 2 tests and merge the data from both tests. Create graphs to represent data.</p> <p>Results I found that Type B personalities received slightly higher scores on the Inattentional Blindness test than Type A personalities. Type B scored an average of 7.53 and Type A scored an average of 7.36.</p> <p>Conclusions/Discussion My project helped humanity because this subject has not really been tested and explored, but it is very important because in today world, there are a lot of distractions. There is so much going on around us, and there is high volume of information in this world. We need to work on becoming more aware of our surroundings and learn how to become more focused, especially on the road. I wanted to find out who is better at paying attention and knowing who is more at risk of high inattentional blindness.</p>	
Summary Statement In this project, I will find the link between inattentional blindness and personality types.	
Help Received I received help from my teacher, Mrs. Rodrigues, for formatting guidelines, project ideas, and research. I also received help from my mother, Jennifer Mersman, who helped with improving my project and helping me merge data for hours on end.	