



# CALIFORNIA SCIENCE & ENGINEERING FAIR 2019 PROJECT SUMMARY

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<b>Project Title</b> <b>Media Mindlessness</b>	
<p style="text-align: center;"><b>Abstract</b></p> <p><b>Objectives</b> The main objective of the project is to identify if students are more impressionable into choosing an image with more number of likes than teachers. I predicted that if students and adults were to be presented with two choices, each with a different number of likes, then the middle schoolers will choose the option with more likes most often, because students will be influenced in their decisions by their peers more than adults.</p> <p><b>Methods</b> To collect my data, I made google forms online and surveyed my subjects, from both groups, by asking them to choose their preferred image. There was a total of 30 students from each grade in middle school and 30 teachers from each grade. The test was designed in two parts, the first part with the original pictures. While, in the second the amount of likes was flipped. In the google form, for each of the 4 sections there was a pair of images. One with a greater amount of likes over the other. Teachers and students were tested separately for this experiment.</p> <p><b>Results</b> My results showed that my hypothesis was incorrect. The data illustrates that the teachers had a higher percentage in choosing some of the images with more number of likes. To finalize my results, I added up the total amount of votes from teachers and students from both parts. When I compared the results, it proved, once again, that teachers were more influenced than students through social media. However, there was another detail that I got wrong in my hypothesis.</p> <p><b>Conclusions</b> Based on my results, it shows that teachers are less independent than students. However, through my experiment I noticed another crucial detail. In both parts teachers and students chose the same images. Even though I got new participants in the second part to keep it fair, the results stayed the same. This lets me know that the images themselves are what persuaded these participants into choosing an image. It had nothing to do with ages or the number of likes. These results can impact advertising companies, adults and my peers. Companies want to bring in more consumers, so if they understand what is more appealing to the eyes of civilians, then they can get more people to buy their products. For adults and middle schoolers, it is important to know what can persuade them and what makes them more independent from the rest. I view this extremely important to know. I haven't heard anybody else do something like this, that is why I want to continue with it.</p>	
<b>Summary Statement</b> As I identified in my experiment, teachers are more impressionable by social media than students based on the preferences of the images more than the amount of likes.	
<b>Help Received</b> I conducted and analyzed the experiment by myself and my supervisor reviewed my work afterwards. I also want to acknowledge all the participants that were part of my experiment.	