CALIFORNIA STATE SCIENCE FAIR
2003 PROJECT SUMMARY

Name(s)
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Project Number
J0336

Project Title
Memory Madness

Abstract

Objectives/Goals
The goal of this project was to find out the answer to the problem, which is: Is audio or visual information better remembered? The hypothesis was that visual information is better remembered and better retained by most people than audio information.

Methods/Materials
The materials that were used in this project were the questionnaires, a table, the "visual test" box with the twelve selected objects, a tape player, the recorded tape for the "audio test", pen, and chair/couch. The general procedure was that the subject will be given fifteen seconds to look at twelve objects that are set up in the box. Then, they will write the objects they remember seeing in the box on the questionnaire. After that, the subject will listen to a recorded tape of twelve different objects and write the objects they remember hearing from the tape on the questionnaire. It will then be graded and they will be told whether they remembered audio information better, visual information better, or were equal in both types of information.

Results
The results were that sixteen people out of the twenty-four tested remembered visual information better, three people remembered audio information better, and five people were equal in both audio and visual information. These results were based on the twenty-four questionnaires that were filled out.

Conclusions/Discussion
The hypothesis for this project was that visual information is better remembered and better retained by most people than audio information. Based on the results, this hypothesis can be accepted.This benefits society because people can now start using more visual techniques during the learning experience rather than audio techniques.

Summary Statement
This project tested whether audio or visual information was better remembered.

Help Received
Father helped build visual test display box