



**CALIFORNIA STATE SCIENCE FAIR  
2009 PROJECT SUMMARY**

<b>Name(s)</b> <b>Rafael Ancheta; Bryan McSweeny</b>	<b>Project Number</b> <b>S0301</b>
<b>Project Title</b> <b>Pictures Pumping Blood</b>	
<b>Abstract</b> <b>Objectives/Goals</b> What types of images convey the emotions that cause consumers to retain the information of a producer's product? <b>Methods/Materials</b> Test subjects were tested for average of heart rate and blood pressure before the experiment as to obtain a control for change that was compared to heart rate data at each picture and blood pressure after each series of pictures containing different sets of emotions(happy, sad, etc.). Afterward test subjects were called one week later to find out which pictures they remembered. Materials Blind test subjects Heart rate monitor Sphygomometer Stethoscope Telephone Slide-show program (power point) Lysol to sterilize heart rate monitor <b>Results</b> Most subjects retained depressing, sad, and scary images in the testing. On the other hand many subjects also retained images that conveyed a happier tone. Still, relative to the neutral pictures the happy and depressing pictures far outnumbered the number of neutral pictures remembered. <b>Conclusions/Discussion</b> Relative to the neutral pictures our happy and sad pictures did receive more of a result. We also have reason to believe that the pictures remembered can "speculate that the emotion-memory connection may have evolutionary roots" (Emotions Effect Memory Retention).Implying that more threatening emotions are more important to survival and reproductive success of the species. Although negative responses do have more priority over positive ones, more positive advertising can lead to the consumer actually buying the product. In relation to heart rate and blood pressure we have found that although response to pictures could be gauged by heart rate and blood pressure it is too inconsistent in relation to memory.	
<b>Summary Statement</b> To observe how different images affect memory retention based on advertising.	
<b>Help Received</b> Used lab equipment from adviser: Sphygomometer, Stethoscope, Labtop, and a controlled room for testing	