CALIFORNIA STATE SCIENCE FAIR
2016 PROJECT SUMMARY

Name(s)

Angelica M. Osorio

Project Number

J0721

Project Title

Auditory Memory vs. Visual Memory

Abstract

Objectives/Goals

The objective of this study is based on auditory memory and visual memory, questioning which is superior over the other. My goal is to test a group of ten 7th graders on these two types of memory, and find out if the majority of them will have stronger visual or auditory memory capabilities.

Methods/Materials

I gathered ten 7th grade students willing to participate in two memory tests. The materials include the student participants, two flashcards and a black marker. I used the two flashcards to write one sequence on each. Each of the two card sequences were six characters long (3 letters 3 numbers). To test their visual memory I showed each participant one of the two flashcards (6ZJ8FN) for ten seconds, timing it with a stopwatch, then took it out of sight. To block their working memory I asked them to say the alphabet aloud. Finally I asked them to try to recall all the characters they had seen and recorded their response. I followed the same process for the auditory memory test but they listened to me read them the other sequence (A2HT73) two times slowly and at the end asked them to recall what they had heard. Lastly, I compared all of the participants test scores checking the amount of people that got better scores on their visual memory test, better score on their auditory test, or an equal score.

Results

The test scores showed my hypothesis was correct. The majority of the subjects showed stronger visual memory based on the comparison of the two test scores. Six out of the ten subjects had stronger visual memory, two showed stronger auditory memory, and the remaining two had an equal score on their two tests.

Conclusions/Discussion

While some people in this test may have stronger auditory memory or equal strengthened memory, most people can remember something better when it was presented to them visually. With this I can also imply that most students are better visual learners since memory is applied when learning, but there are also a few auditory learners. I can conclude that the way information is presented to a student does affect the clearness of their memory and information is usually memorized better when it's presented for them visually.

Summary Statement

I found through the testing of auditory and visual memory, the majority of students possess clearer memory when information was presented visually.

Help Received

None. I designed my board, and created and conducted the tests needed in the experiment myself.