Name(s)

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Project Number

J0630

Project Title

CSI: The Brain: Cranium Spatial Intelligence

Abstract

Objectives/Goals
The objective of this project was to find out what age group of people can recognize shapes the fastest. It would help companies, who are targeting a certain age group, know how long to show their logo on a television commercial so that viewers would be able to recognize the logo.

Methods/Materials
Test people with a sheet of paper in front of them with 15 different shapes on it. Hold up a card with one of the shapes on the piece of paper on it. Time how long it takes, with a stopwatch, for the test subject to point at the shape on the sheet of paper that matches the shape on the card. Record data. Needed materials: shape sheet, shape cards, stopwatch, data table

Results
Females 20-29 years old were the overall fastest at recognizing shapes and the females 70 and older were the slowest.

Conclusions/Discussion
The results showed that 20-29 year olds are the fastest at recognizing shapes. The hypothesis was right in the fact that the test subjects 20-29 years old were the fastest, yet they were faster than the tenth graders by 1.91 seconds instead of 2 seconds. When advertisers are targeting 20-29 year olds, they will not have to show their logo for as long as they would need to with people over 70 years old.

Summary Statement

This project tests the age group of people that can recognize shapes the fastest.

Help Received

Parents drove the experimenter to different places for experimentation.