



**CALIFORNIA STATE SCIENCE FAIR  
2016 PROJECT SUMMARY**

<b>Name(s)</b> Alison M. Poon	<b>Project Number</b>  36288
<b>Project Title</b> Color Me Forgetful: Does Color Affect Memory?	
<p style="text-align: center;"><b>Abstract</b></p> <p><b>Objectives/Goals</b> The objective is to determine if color affects memory. More specifically, will highlighting help retain information.</p> <p><b>Methods/Materials</b> Tested effectiveness of color on memory through 2 experiments using 5 word lists, 42 subjects, a package of Sharpie Tank Highlighters, and a clock. In both experiments several test subjects were asked to review different lists of words that were highlighted in different colors to see which color would help the subjects remember the words on the lists. Repeated trials were run to determine if the subjects preferred different colors.</p> <p><b>Results</b> In both the experiments the results for pink was slightly higher than the other colors tested.</p> <p><b>Conclusions/Discussion</b> Repeated trials with multiple colored lists revealed no significant difference in either of the two conducted experiments. However the pink did ever-so slightly better. It is concluded that the color of the highlighter is not a very strong factor when it comes to learning in everyday life.</p>	
<b>Summary Statement</b> I showed that highlighting has a small impact on memory.	
<b>Help Received</b> I designed and developed this experiment with my mother. I preformed this experiment myself, and recieved mentoring help from my science teacher.	