# CALIFORNIA SCIENCE & ENGINEERING FAIR
## 2018 PROJECT SUMMARY

**Name(s)**
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**Project Number**
**J0715**

**Project Title**
## Learning Style vs. Memory

**Abstract**

**Objectives/Goals**
The goal of this experiment is to find which way of processing information, auditory or visual, is the optimal way to remember and recall information.

**Methods/Materials**
I gave 60 Students, Ages (11-13) a learning style assessment designed by professional teachers and psychologists. After recording everybody's preferred learning style, I gave them two different visual memory tests and two different auditory memory test.

**Results**
The results showed that the majority of the students were able to retain information better when provided with visual aids. Surprisingly, the auditory learners scored 29.80% higher in the visual memory test than in the auditory test. The tactile learners scored 40.27% higher on average in the visual memory test than in the auditory memory test, and as expected, the visual learners scored higher in the visual memory test by 60.54% than on the auditory memory test.

**Conclusions/Discussion**
In conclusion, 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 regardless of their learning style. The results showed no link between the students' learning style and memory. Most of the students, including the auditory and tactile learners, scored higher on their visual memory tests. A small amount of people compared to visual learners are auditory learners.

**Summary Statement**
The goal of this experiment is to find which way of processing information, auditory or visual, is the optimal way to remember and recall information.

**Help Received**
My School allowed me to test middle school students