

CWSF 2010 - Peterborough, Ontario



Katrina Brain

Colour and Memory

Division: Life Sciences

Category: Junior

Region: Algoma Rotary

City: Sault Ste. Marie, ON

School: Grandview P.S.

Abstract: Investigation of human memory has potential applications in advertising, teaching, and medical fields (in the treatment of Alzheimer's Disease). This project investigated the impact of colour on memory recall. Participants were tested on their ability to recall words and numbers printed in various colours. Analyses indicated that words and numbers printed in green were recalled 7.5% more frequently than those printed in other colours.

Biography

I am a 13 year old, grade 8 girl from Sault Ste. Marie, Ontario. I participate in many sports, including horseback riding, skiing, snowboarding, waterskiing, and basketball. I also enjoy spending much of my time at my cottage, on Lake Superior. I plan to pursue a career in the field of criminal justice.