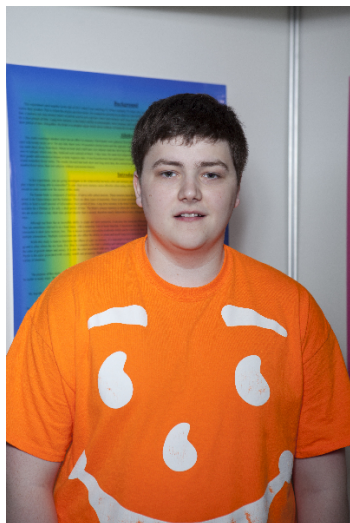


## CWSF 2013 - Lethbridge, Alberta



### Duncan MacDougall

#### The Effect of Color on Memory Retention

**Challenge:** Discovery

**Category:** Senior

**Region:** Annapolis Valley

**City:** Coldbrook, NS

**School:** Central Kings Rural High School

**Abstract:** I conducted a study examining the effects of color on short term and long term memory retention. Test subjects were gathered and were given various colored terms to study. After the time given, test subjects had their short and long term memory tested with a test. Results showed that colored terms were recalled more than the black terms.

#### Biography

My name is Duncan MacDougall and I am a grade twelve student at Central Kings Rural High School, Nova Scotia. Outside of school, I am involved in Tennis, Hockey and Band. I have been a volunteer with many organizations, such as Inn from the Cold, Rising Sun camp, the Valley Regional Hospital and Red Cross. In June 2012, I was the recipient of the Lieutenant Governor's education award. My inspiration for my project "The effect of Color on Memory Retention" came from the various colors used in advertisements on TV, in magazines and Billboards. My plans for further investigations on my project are to test how color affects the memory of elderly people with and without dementia. My advice for students who want to do a science project is to do a project which involves your interests. My interests are biology and neuroscience which is the type of project I did. Outside of science fair, my hope is to become a medical surgeon.

#### Awards

#### Value

Excellence Award - Senior - Bronze Medal Sponsor: Youth Science Canada	\$100
University of Ottawa Entrance Scholarship Senior Bronze Medallist - \$1000 Entrance Scholarship Sponsor: University of Ottawa	\$1 000
Western University Scholarship Bronze Medallist - \$1000 Entrance Scholarship Sponsor: Western University	\$1 000
<b>Total</b>	<b>\$2 100</b>