

# CWSF 2016 - Montreal, Quebec



## Madison Greek

### Does She See He Sees

**Challenge:** Health

**Category:** Junior

**Region:** South Shore

**City:** Lunenburg, NS

**School:** Bluenose Academy

**Abstract:** This project examined whether the perception of visual images by students was affected by their gender. Additionally, if the information recalled was dependent on the viewing of a gender specific or gender neutral image. It was concluded that visual perception was affected by gender and the image viewed.

#### Biography

I was inspired to research this topic upon noticing how ads differed to attract the interest of males and females. I wondered if society had made up a stereotype for males and females or if there was legitimate reasoning behind this. For further investigations regarding my project, testing more subjects of different ages may confirm my testing results. This research may be beneficial in the future to help with marketing purposes and further research regarding brain development in males and females. The advice that I would give someone looking to do a similar project is to consider all of the variables you can control and to test as many subjects as possible. I would also say that this is a very interesting and fun project if you are interested in psychology, sociology and brain development. How males and females perceive things is often debated and thought about. This research is useful to every one of all ages and professions.

#### Awards

#### Value

Excellence Award - Junior - Bronze Medal Sponsor: Youth Science Canada	
Western University Scholarship Bronze Medallist - \$1000 Entrance Scholarship Sponsor: Western University	\$1 000
Total	\$1 000