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Log Book

Does Color Affect Human Memory

What is memory?

Memory is a place where our brain stores and remembers information. Some people have very good memories but others may have a weaker memory. Sometimes we remember things and use them later on like what we had to buy on the grocery list or even remembering what day it was yesterday. We might never notice that we are storing information every second in our life but we are.



Why is memory important?

Memory is important because without memory we would have no idea what we were assigned to do 1 hour ago or at what time a meeting starts. Because we have

memory, we don't make the same mistakes over and over again but without memory, the mistakes we made one or twice will be repeated over time.

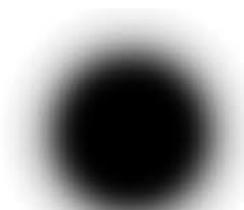
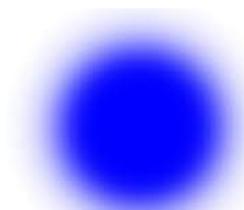


Why am I doing this project about memory and color and why is it important?

The reason I am doing this project is because when we read an essay, we need to remember few of the main events or maybe all of the main events. And after reading an essay, there are usually essay questions to answer but oh no, because of the ink used in the essay, we might have forgotten most of the answer for the questions so what is the solution? Well that is the reason I'm doing this science fair project, to find out what color can help us remember the most and what color makes us forget.

What am I going to do to prove my hypothesis?

To prove my hypothesis, I will be doing an experiment. In my experiment, I will be using 4 flashcards, 4 pens in the colors of red, green, blue and black and few volunteers. In this experiment, I will write 4 different sentences in different colors mentioned above and ask my volunteers to read the sentences. The next morning I will ask the volunteers to tell me what they remember from the sentences. If they can remember all of the words in the sentences, then my hypothesis was wrong, why? That is because my hypothesis stated that 'I believe that color can affect memory and blue helps us remember the most' but if the volunteers remember everything, color doesn't affect memory. If they remember some of it, my hypothesis was half right and to make it completely accurate, blue had the highest score, then my hypothesis is fully accurate.



Was my hypothesis right? Why?

My hypothesis was right. The reason is because black is a dull color and when we read the text in black, our brain gets distracted by our surroundings. Red and green on the other hand are bright colors so our brain pays attention to the color more than the word. Blue is a a dull color but also a bright color so we pay attention to the word.

