

# 60<sup>th</sup> State Science & Engineering Fair of Florida

## OFFICIAL ABSTRACT AND CERTIFICATION

60<sup>th</sup> Annual State Science and Engineering Fair of Florida  
March 31- April 2, 2015  
Lakeland Center, Lakeland

Title: Male vs. Female: The Influence of Gender Specific Images on Short-Term Memory

Student/Team Leader: [REDACTED]

School, City, State: Lake Eola Charter School, Orlando, FL

Based on my research, females are more likely to remember female faces than male faces and are better at short-distance focusing. Therefore, I hypothesize that females will remember more images associated with their gender than males.

First, the participants completed surveys asking their gender, age range, and education level. Then, they had 30 seconds to look at a black and white collage of different images that were overtly male or female. Finally, participants had 1 minute to write down seven images they remembered from the collage.

There were 76 participants (38 males and 38 females). I found that on average, 51% of females remembered male images and 49% of females remembered female images. On average, 67% of males remembered male images and 33% of males remembered female images. When I compared the 7 responses, I found that 29% of females remembered a female image first, but as their responses went on, the percentage of females that remembered female images increased overall to 55% by their seventh response. 87% of males remembered a male image first, but as their responses went on, the percentage of males that remembered male images decreased overall to 55% by their seventh response.

In conclusion, I reject my hypothesis because females did not remember more images associated with their gender than males. On average, 51% of females remembered male images and 49% of females remembered female images. I also found that on average, 67% of males remembered male images and 33% of males remembered female images.

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1. As a part of this research project, the student directly handled, manipulated, or interacted with (check ALL that apply):

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2. This abstract describes only procedures performed by me/us, reflects my/our own independent research, and represents one year's work only. ☒ Yes ☐ No

3. I/we worked or used equipment in a regulated research institution or industrial setting. ☐ Yes ☒ No

4. This project is a continuation of previous research. ☐ Yes ☒ No

5. The display board includes non-published photographs/visual depictions of humans (other than myself): ☒ Yes ☐ No

6. All photos on display were taken by: (check ALL that apply):

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I/We hereby certify that the above statements are correct and the information provided in the abstract is the result of one year's research. I/We also attest that the above properly reflects my/our own work.

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Date

1/12/15