



Colorado Science and Engineering Fair

2024 Individual Project Abstract Form

Please print 2 copies of the completed form. Sign both copies, keep 1 for your notebook and submit 1 copy to your Regional Fair Director with your other paperwork.

Title of Project: The Influence of Persuasive Language on Long Term Memory

Finalist's Name: Juliet Huckabay

School and City: Skinner Middle School, Denver

Sponsor's Name: Kate Zappitelli

Category: Behavioral & Social Sciences (BEHA)

Division: Junior (6th - 8th grades)

Abstract (250 words or less):

The impact of persuasion on human memory has been a recurring theme in psychological research. In this study, I explored the susceptibility of individuals to misinformation and the role of persuasion in shaping their memory recall. I wanted to have numerical data that proved how questioning someone can truly affect their long-term memory.

The first step of my project was to create an auditory scenario that had specific details. I then placed my participants, individually, in a sterile environment. For the first phase both control and experimental groups listened to the audio and didn't answer any questions. Then three days later, I took both groups into the same environment, and proceeded to ask questions about specific details from the auditory scenario. After a period of four days, I brought the participants from the experimental group back into the same environment and tried to persuade them to change their original answers. Finally, three days later I asked both groups the same questions to see if any of their original responses had changed over the course of a week.

Analysis of the data revealed intriguing insights into the relationship between persuasion, memory recall, and the influence of background knowledge. The mixed outcomes suggest that while persuasive language influenced memory in specific instances, its impact was not consistently maintained.

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

Finalist's Signature:

Date:

In addition, all students must complete the ISEF Student Checklist (1A), Research Plan, Approval Form (1B), and Checklist for Adult Sponsor (1), and any other ISEF forms required for this type of project. See the International Rules and Guidelines for form requirements. Return COPIES of all of these forms to your Regional Fair Director with you Finalist Verification/Permission Form. A signed copy of this form must be included in your notebook.