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Project Title: Memory Retention and the Media

Abstract:

Understanding memory retention, when considering specific media, is important to efficiently communicating to the public. Print and broadcast media were used to assess the memory retention of students age 18-22. Data was collected using surveys. The student samples were from a History of Media, Impact of Media, and two World Geography classes at a mountain-west university. Class sizes ranged from 40-65 students. Students viewed a 5-minute broadcast or read a transcript and then answered questions revealing how well they remembered the stories presented in each medium. This information is important to journalism as it helps uncover which medium is most efficient at relaying messages. This type of information is usually only studied when considering new forms of information, with little research on these two primary sources of relaying messages. The goal of this study is to find the medium that provides the most information remembered by viewers.