

# Gender-based Perception of Visual Details in a Short Movie

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**Abstract.** Two Swedish psychologists tested how well each gender could remember daily events. Their subjects were presented with pictures of different faces. The experiment resulted in showing that females can remember faces better than males. My project is different but also tested the memory of males and females. My experiment tested both genders to see which one can remember minor details in a film to a greater extent. To go about doing this, the subjects were given several questions to answer. It just so happens that my experiment went along with the results of the previous project that was performed. Females recalled more information about eye color and faces than the males.

**Keywords:** forensic science, behavior, memory

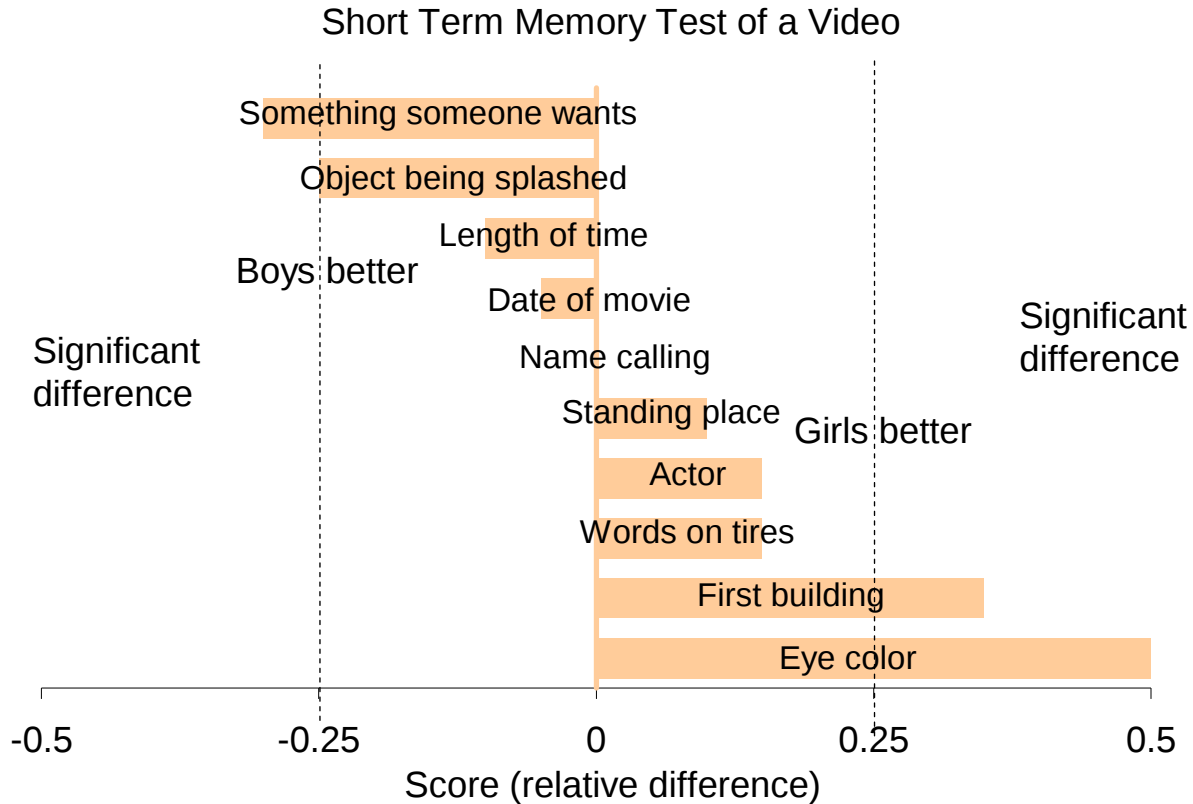
## INTRODUCTION

A test was done previously that also tested the difference in memory between females and males by Agneta Herlitz females and Jenny Rehnman from Stockholm, Sweden. That experiment tested how well each gender could memorize faces while my experiment was performed to see how well each gender could remember visual details. Both experiments received the same results. Females had better results. This experiment helps people in the future look at eyewitnesses and see what type of information each gender has a better chance at remembering.

## METHODS

The subjects were shown of the animated picture, Cars (Pixar's Studios 2006). It was two minutes and six seconds long. After the subjects watched this clip, they answered an eleven question questionnaire (see appendix A). These questions were based on several different aspects of the short clip. For example, there were questions that asked about the date the movie came out and about the actor who plays a certain role. The results were separated based on the gender of the test taker. A graph was then made that showed the difference in these results. The score was measured in units of standard deviations.

## RESULTS



**Figure 1** shows that the majority of both genders answered the same way for most questions besides ones that dealt with violent effects and facial expressions. The scores that go beyond the significance lines are the questions that have a big difference in response. The scores are done in fraction form by standard deviation and excel was used to make this graph.

## DISCUSSION

The results of this experiment can be used in the future towards eyewitness accounts. The prosecutors can use this information as a way of getting the most significant and accurate answers that they need. By separating the men eyewitnesses from the woman eyewitnesses, the information that is received can also be separated and they can use the woman's point of view towards faces and the men's point of view toward violent events. This experiment is different than any other experiment because the results were based on visual details instead of faces.

## REFERENCES

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## APPENDIX A

### Questionnaire for the movie *Cars*

1. How many times have you seen this movie?  
(Please leave blank if you have not seen it before)  
[1] One time  
[2] Two times  
[3] Three times  
[4] Four or more
2. What color are Mater's eyes?  
[1] Green  
[2] Blue  
[3] Brown  
[4] Purple
3. What does it say on Lightning McQueen's tires?  
[1] Goodyear  
[2] Lightyear  
[3] Newyear  
[4] Racingyear
4. What is the first building you see in Radiator Springs?  
[1] Garage  
[2] Flo's Café  
[3] Luigi's Tire Store  
[4] Motel
5. Who plays Lightning McQueen?  
[1] Brad Pitt  
[2] Tom Cruise  
[3] Owen Wilson  
[4] Bruce Willis
6. How long does Lightning McQueen say that it takes Doc to go from 0-60?  
[1] 3.5 years  
[2] 3 months  
[3] 2 seconds  
[4] 5 years
7. What does the "hippie" want?  
[1] More sleep  
[2] More organic fuel  
[3] More peace  
[4] More racing
8. What does Sally splash in Lightning McQueen's face?  
[1] Water  
[2] Gas  
[3] Mud  
[4] Soda
9. When Lightning McQueen is in the courthouse, what position is he standing on?  
[1] The defendant  
[2] The accused  
[3] The juror  
[4] The judge
10. What does Mater call Sally?  
[1] His best friend

- [2] His enemy
- [3] His wife
- [4] His fiancé

11. What date did it say that the movie came out?

- [1] June 9
- [2] July 19
- [3] July 10
- [4] June 19