

The Science of Secrets: How Teen Brains Prioritize Social Information

Date started: 8th November 2025

By Fathima Ruhi Amisa

Grade 9

In a world filled with meaningless rumors, Instagram gossip, and news bite, teens constantly filter out what they remember. This project explores whether emotionally charged social information sticks better in memory than neutral facts.

The gossip-like info has been disguised as “factual” to avoid bias and teenagers realizing that they are being tested on this.

The study aims to collect responses from approximately 120–200 adolescents (Responses will be collected from adolescents identifying across multiple gender identities so comparisons can be made where sufficient sample sizes existed; groups with limited responses will be presented as exploratory observations) to compare information retention patterns between genders.

While prior studies have explored the relationship between gossip and memory in young adults, limited research has examined this effect in adolescents. This study aims to fill that gap by investigating whether teenagers show similar or different memory retention patterns for socially relevant (gossip-like) versus factual information.