

The Science of Secrets: How Teen Brains Prioritize Social Information

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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 (balanced across gender) to compare information retention patterns between male and female participants.

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.