

2025 STANSW Young Scientist Awards

Imogen Dobbs Loreto Kirribilli

Project Title: The Neuroeconomic Foundations Of Consumer Choice And How Cognitive Biases Drive Purchasing Decisions

Year 9 to 10 Scientific Investigations - Biology

Dear Imogen,

Congratulations on being part of this year's Young Scientist Awards and for the thought, care, and originality you brought to your project. You've demonstrated genuine initiative in designing and carrying out your own ideas – an achievement that reflects both curiosity and persistence.

Our judges reviewed your project in detail, considering how clearly you explored your question, how well you supported your conclusions, and how effectively you communicated your process. Their feedback below highlights the aspects that were particularly strong and offers suggestions to help you extend your thinking even further – much like the peer review process used in professional research.

The strengths of your project include:

- effectively organising your data into tables and graphs
- analysing trends, patterns and/or relationships in the data collected and suggesting plausible explanations for the results

Next time, you could make your project even better by:

- using thorough scientific methodology with an assessment of the variables and controls

Thank you for sharing your work with us, it is a testament to your growing capability as an investigator, communicator, and creative thinker. We hope this experience strengthens your confidence and inspires you to keep pursuing questions that matter to you..

A handwritten signature in black ink, reading 'Philippa Miller'.

Philippa Miller

Young Scientist Coordinator