



**CALIFORNIA STATE SCIENCE FAIR
2002 PROJECT SUMMARY**

Name(s) Emily A. Schlinz	Project Number J0330
Project Title Conditioned Response	
<p style="text-align: center;">Abstract</p> <p>Objectives/Goals I attempted to duplicate an early experiment of Dr. Ivan Pavlov pertaining to conditioned response. Modern research shows that by associating products with catchy music greatly enhances the product's appeal. This is used in all sorts of advertising. I wanted to determine if my dog, Buddy, would salivate, upon hearing a song, after he had been conditioned to being fed while this song was playing. Step 2: Would he be able to distinguish his song from another song?</p> <p>Methods/Materials A music CD was made containing the #Lakers# Song#. The song was played, and at a certain point in the song, Buddy was fed. Buddy's activity, response, and feeling moisture around his muzzle were recorded each time the music was played. A second music CD contained a new song followed by Buddy's Lakers# Song. His reactions were observed and recorded</p> <p>Results After playing the Lakers# Song over a several day period, Buddy was conditioned to expect feeding when he heard this song. He became excited, tail wagging and salivating. When a new song was added, he did not react until the song finished and his Lakers# Song began to play. He was then very excited and salivated, showing he clearly recognized his song.</p> <p>Conclusions/Discussion My hypothesis was correct. The dog, Buddy, was able to develop a conditioned response to the music. When a second song was introduced, he was attentive, but did not react in the same manner as when his song was played. When the new song stopped and Buddy's song began, he became excited and his muzzle was moist with saliva. About one minute into his song, he was very excited, knowing food was on the way. Today, psychologists know how the brain absorbs information, first impact from images, second sound, third text. This information is very useful to advertisers and salesmen. A particular commercial shows a company's sleek car being driven by very stylishly dressed, attractive young adults moving their bodies to the beat of very catchy music. The music causes people to relate to the images being presented, such as the shiny car driven by attractive, well-dressed young people. It is hoped that when people see one of these cars, they have good feelings about it due to the advertisement. Soft music is also used in touring model homes. Educated consumers should be aware they are being manipulated and not react only to their conditioned response to the sights and sounds presented to them.</p>	
Summary Statement Can a dog develop a conditioned response to music, and if so, can he recognize different songs?	
Help Received	