



**CALIFORNIA STATE SCIENCE FAIR
2002 PROJECT SUMMARY**

Name(s) Angela N. Crawford	Project Number S0307
Project Title Anchoring and the Power of Suggestion	
<p style="text-align: center;">Abstract</p> <p>Objectives/Goals In this experiment, whether or not the power of suggestion affects people's decision making was tested. Specifically, the experiment sought to see if anchoring (a technique used to anchor, or control the way in which people form their decisions concerning numerical uncertainty) affected an estimate of an unknown amount.</p> <p>Methods/Materials The experimental strategy that I used to conduct my experiment was making sure that all the anchoring that was done was very subtle so it wouldn't cause my subjects to become suspicious of the purpose of the questions. I used very few materials in this experiment. Since I was only asking people questions, it was not necessary for me to have any materials in order to conduct the experiment. The only materials I used were a pen, paper, computer and calculator.</p> <p>Results For the first question which asked, #What percent of teens do you think own their own car?# the average percent (without an anchor) ended up to be 28.9%. With an anchor increased 25% (the anchor was 36%) the average ended up to be 38.4%. With an anchor decreased by 25% (the anchor was 22%) the average ended up to be 32.6%. For the question, #What percent of students do you think graduate with a 3.5 or higher?# the average percent ended up to be 36.1%. With the higher anchor (45%) the average ended up to be 43.3%. With the lower anchor (27%) the average ended up to be 32.1%. Using the question, #What percent of teens do you think play an instrument?# the average percent was 46.2%. With the higher anchor (58%) the average was 38.2%. Using the lower anchor (35%) the average was 31.5%.</p> <p>Conclusions/Discussion From the final data that I collected from my experiment, I have found that it does support my hypothesis. My hypothesis was that the power of suggestion will have an influence on people's. My experiment shows that when I provided people with a high anchor, the average answers were closer to the suggested answer. And when I suggested a low answer, the average answers were closer to that anchor.</p>	
Summary Statement In my experiment I tested to see if anchoring and the power of suggestions effects peoples' answers of an uncertain numerical value	
Help Received My father helped me design the graphs.	