



CALIFORNIA STATE SCIENCE FAIR 2003 PROJECT SUMMARY

Name(s) Kyasha E. Moore	Project Number S0314
Project Title Subliminal Messages	
<p style="text-align: center;">Abstract</p> <p>Objectives/Goals The purpose of the project was to see if subliminal messages are successful. And if so, are they more effective with girls or boys. Since subliminal messages are powerful, and can be secretly used, today they are banned in some countries, such as Russia.</p> <p>Methods/Materials For the project I first looked for a subliminal message kit. Since none of these kits are guaranteed, a friend made the compact disc with the subliminal messages. Many websites were visited, there were discussions with the psychology teacher, and with other students in order to figure out the best way to conduct the project. Data was collected from the students at Branch Elementary. In the control group of 20 students 85% of the students chose green, 15% chose yellow, and only 10% chose red. Control Group A proved that red was the least popular color, so the color red was put on the compact disc for the 1st, 2nd, and 3rd experimental groups. In Control Group B with 16 students yellow was not chosen. Red was picked 44% of the time, and green was chosen 56% of the time. So in turn yellow was the color used with experimental groups 4, 5, and 6. And in Control Group C with 7 students yellow was chosen 14% of the time, green 57% of the time, and red was chosen 29% of the time.</p> <p>Results With the data collected from the experimental groups it has become apparent that the percentage of children that chose red has dramatically increased. Experiment Group 1 chose 33% red, Experiment Group 2 chose 60% red, and Experiment Group 3 chose 50% red. These percentages are compared to the 10% that chose red in Control Group A. When the experiment was conducted a second time yellow was only chosen 12.5% in Experiment Group 4, 6% in Experiment Group 5, and 6% in Experimental Group 6, compared with being chosen 0 times in Control Group B. The third and final time the experiment was conducted showed results of 14% yellow in Control Group C, 26% yellow in experimental group 7, 18% in Experimental Group 8, and 5% in Experimental Group 9.</p> <p>Conclusions/Discussion The above data suggests that subliminal messages do work 24% of the time. In elementary age girls the subliminal messages work 26% of the time. In elementary age boys the messages only work 14% of the time.</p>	
Summary Statement This project tests how susceptible elementary -age children are to subliminal messages.	
Help Received Students and teachers at Branch Elementary helped by participating in experiment.. My father helped me design my graphs.	