



**CALIFORNIA STATE SCIENCE FAIR  
2012 PROJECT SUMMARY**

<b>Name(s)</b> <b>Jennifer T. Ipe</b>	<b>Project Number</b> <b>J0717</b>
<b>Project Title</b> <b>Did You See That? Subliminal Messaging</b>	
<b>Abstract</b> <b>Objectives/Goals</b> The purpose of my experiment was to see if subliminal messages inserted into videos affect the viewers perception. My hypothesis was that the viewers will be more influenced by subliminal images rather than subliminal words or no words at all. <b>Methods/Materials</b> Using three videos with subliminal images,three videos with subliminal words, and three videos with no messages at all 36 test subjects(who were split up into 3 groups of 12 and shown one of the three groups of videos) were asked to view vidoes and answer a series of questions. <b>Results</b> The results showed that the subliminal images video had the highest number of correct responses while the subliminal word and control group videos received a lesser amount of correct answers. <b>Conclusions/Discussion</b> In conclusion my experiment supports my hypothesis that subliminal images do influence a person's thought process. A big use of subliminal messages is in helping people lose weight,higher self esteem, and quit smoking. It is also used to increase food sales. Subliminal messages are also illegal, subliminal messages aren't allowed to be used on people without there consent or to brainwash.	
<b>Summary Statement</b> My project is about finding out which way subliminal messages work better, as images or words.	
<b>Help Received</b> Teachers helped with deciding where to keep everything on my board. Teachers helped keep control of students during the experiment. Friend helped with downloading videos from YouTube.	