



California Science Center  
**CALIFORNIA STATE SCIENCE FAIR**  
**2001 PROJECT SUMMARY**

<b>Your Name</b> (List all student names if multiple authors.) <b>Kristina F. Victoria</b>	<b>Science Fair Use Only</b>  <h1 style="margin: 0;">J0233</h1>
<b>Project Title</b> (Limit: 120 characters. Those beyond 120 will be ignored. See pg. 9) <b>Hidden Messages</b>	<b>Division</b> <u>X</u> <b>Junior (6-8)</b> _ <b>Senior (9-12)</b>
<b>Preferred Category</b> (See page 5 for descriptions.) <b>2 - Behavioral Sciences</b>	
<b>Abstract</b> (Include Objective, Methods, Results, Conclusion. See samples on page 14.) Use no attachments. Only text inside these boxes will be used for category assignment or given to your judges.	
<p><b>Title, Theme, and purpose:</b> The main purpose of this project was to see how effective Subliminal messages are on the decision making process. Also, to see how easy it is for the media to exploit the consumers with out the consumers consciously knowing.</p> <p><b>Methodology:</b> The procedure for this experiment was done in sixteen steps for each of the twenty subjects. The experimental variable was the messages hidden into the minute long music video clips each message appeared fifteen seconds apart. Then each subject chose one of the four items presented from each of the four groups (foods, colors, shapes, and numbers). A week latter the subjects asked to choose one of the four items from each of the groups, this time without the use of subliminal messages.</p> <p><b>Results:</b> The results show that subliminal messages can dramatically influence a person#s decision making process to choose whatever the subliminal messages tell the person to choose.</p> <p><b>Conclusions:</b> A conclusion drawn from this study is that subliminal messages have an immense power to influence a persons decision making process.</p> <p><b>Further Research:</b> Some further questions that have arisen from this project are as follows:</p> <ol style="list-style-type: none"> <li>1.) How would people respond if there were no Subliminal messages in the environment which they live?</li> <li>2.) At what age does subliminal messages work or not work?</li> <li>3.) Do animals respond to subliminal messages? If so, what kind of animals (mammals, reptiles, and amphibians)?</li> <li>4.) Could subliminal messages cause humans to become what ever the message tells the human to do?</li> </ol>	
<b>Summary Statement</b> (In one sentence, state what your project is about.) Testing the Effectiveness of Subliminal Messages upon 8th grade students, through the means of viewing Music Videos with added Messages.	
<b>Help Received in Doing Project</b> (e.g. Mother helped type report; Neighbor helped wire board; Used lab equipment at university X under the supervision of Dr. Y; Participant in NSF Young Scholars Program) See Display Regulation #8 on page 4. Recieved direction from my uncle, Charlie Fiacco, on how to install hidden word messages into a taped Music Video. My other Uncle, Vincent Fiacco, taught me how to use a graphing program.nt	