CALIFORNIA STATE SCIENCE FAIR
2002 PROJECT SUMMARY

Name(s)

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Project Number

22512

Project Title

Do You Hear What I Hear?!

Abstract

Objectives/Goals

The objective of our project was to test and see if subliminal messages have an effect on one's behavior and decisions.

Methods/Materials

First we had to research the idea and decide how we wanted to conduct our experiment, therefore we hx to use a computer .Then we had to get permission from the Bailey principle, along with the teachers permission. Then we had to collect the permission slips from the students and purchase the materials such as blank tapes, Skittles, music, etc. Next we had to make the two different tapes, each one with two songs on them, the first one with no hidden messages and the second song with the hidden message "eat purpx skittles". Finally, we conducted our experiment and tested the first graders to see if the messages actually€ worked or not. By that we set two children at a time on different sides of a room, not facing eachother, and had them listen to their own personal cassette player while they ate out of a bowl of skittles in front € them.

Results

Our results showed that in the first tape without subliminal messages the boys ate a total of 18 purple skittles while the girls ate 26. But in the second tape with the subliminal messages the boys ate 25 and the€ girls ate 34. And all together without the subliminal messages the students ate 44, and the tapes with the subliminal messages 59 skittles were ate.

Conclusions/Discussion

So in conclusion to our project our experiments did work, but the subject of subliminal messages actually working is still unclear. There was a number of factors that could influence the outcome. Other real subliminal messages may not work, and that is what many do believe.

Summary Statement

Our project is about the effects of subliminal messages on first graders.

Help Received

Help with the students and staff of Bailey Elementary.

Preliminary