

CALIFORNIA STATE SCIENCE FAIR 2002 PROJECT SUMMARY

Name(s) **Project Number Emily A. Schlinz** 22835 **Project Title Conditioned Response Abstract** Objectives/Goals I attempted to duplicate an early experiment of Dr. Ivan Pavlov pertaining to condition Modern research shows that by associating products with catchy music sreatly enhances the product#s appeal. This is used in all sorts of advertising. I wanted to determine if my dog, Buddy, would salivate, upon hearing a song, after he had been conditioned to being fed while this song was playing. Step 2x Would he be able to distinguish his song from another song? Methods/Materials A music CD was made containing the #Lakers# Song#. The song was played, and at a certain point in tx song, Buddy was fed. Buddy#s activity, response, and feeling moisture around his muzzle were recordx each time the music was played. A second music CD contained a new song followed by Buddy#s Lakers# Song. His reactions were observed and recorded **Results** After playing the Lakers# Song over a several day period, Buddy was conditioned to expect feeding whx he heard this song. He became excited, tail wagging and calivating. When a new song was added, he did not react until the song finished and his Lakers# Song began to play. He was then very excited and salivated, showing he clearly recognized his song. **Conclusions/Discussion** My hypothesis was correct. The dog, Buddy, was able to develop a conditioned response to the music.x When a second song was introduced, he was attentive, but did not react in the same manner as when hix song was played. When the new song stopped and Buddy#s song began, he became excited and his muzzle was moist with saliva. About one minute into his song, he was very excited, knowing food was on Today, psychologists know how the brain absorbe information, first impact from images, second soundx third text. This information is very useful to advertisers and salesmen. A particular commercial shows a company#s sleek car being driven by very stylchly dressed, attractive young adults moving their bodies to the beat of very catchy music. The music causes people to relate to the images being presented, such as the shiny car driven by attractive, well-dressed young people. It is hoped that when people see one of these cars, they have good feelings about it due to the advertisement. Soft music is also used in touring model homes. Educated consumers should be aware they are being manipulated and not react only to their conditioned response to the sights and sounds presented to them. Summary Statement conditioned response to music, and if so, can he recognize different songs? Help Received