



**CALIFORNIA STATE SCIENCE FAIR
2006 PROJECT SUMMARY**

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Project Title Josie and the Hypnocats	
<p style="text-align: center;">Abstract</p> <p>Objectives/Goals The objective of this project is to find if subliminal messages can affect the brain and its everyday functions. For this project, I predict that subliminal messages will affect about 75% of the participants. The reason behind this prediction was based on historical events. In the early 1900s, psychiatrists used subliminal messages to cure fears and habits. People began to protest because they said that subliminal messages were an invasion of privacy. Subliminal messages must have affected many people, in order to have so many people protest against it. I believe, that the conclusion of this project will show if our society can be threatened by the use of subliminal messages.</p> <p>Methods/Materials To begin my testing, I had a person repeat over and over "Pick the green paper", this recording served as the subliminal messages. Then the recording, subliminal messages, was set to a designated volume, so the song and subliminal messages would counteract. A person was then placed in front of a line of papers, with green on the left, purple in the middle, and yellow on the right. What paper color a person picked after listening to the song with and without subliminal messages was compared.</p> <p>Results Without subliminal messages, the paper color picked by my participants stayed around the same percentage, with 29% picking green, 34% picking yellow, and 37% picking purple. With subliminal messages the results and percentages greatly changed with 13% of my participants picking yellow, 19% picking purple, and 68% picking green. The dramatic increase in the percentage of picking the green paper, with subliminal messages, shows that our society could be in danger.</p> <p>Conclusions/Discussion My hypothesis was very similar to the results. With subliminal messages, I predicted 75% of the participants would be affected, whereas in my project it showed that 68% of the people were affected. In this project I was 7% off in my prediction. This project really opened up my horizons in knowledge about subliminal affect. I think this project is important to the world because it reflects upon our past and our future. Hopefully the proof gained from this project will inspire others to research on this legendary brainwashing technique.</p>	
Summary Statement This project is designed to test if subliminal messages can become a threat to our society by affecting the brains functions and decisions.	
Help Received Mother drove to stores to purchase supplies	