



**CALIFORNIA STATE SCIENCE FAIR  
2012 PROJECT SUMMARY**

<b>Name(s)</b> Nickolas H. Abbott	<b>Project Number</b> <b>J0701</b>
<b>Project Title</b> <b>How Powerful Is Suggestion?</b>	
<p style="text-align: center;"><b>Abstract</b></p> <p><b>Objectives/Goals</b> How does suggestive imagery affect food choices? I believe that suggestive imagery, when presented to a person can cause them to chose a specific food.</p> <p><b>Methods/Materials</b> The test was in a conference room 10'x16'. Test subject thought they were there for a test. I tested 8 people per candy bar flavor. Control person was already seated at the table when test subject arrived, seated across from the test subject. In front of the control subject a candy bar was placed; a Hershey's, a MilkyWay Bar &amp; Snickers bar. Once they finished answering the questions they were thanked and asked on their way out if they would like a candy bar as a thank you. I counted the bars after they left and added that to my results. Private closed room test area, Digital Camera. Release Form. Test Subjects. Control Subject. Candy bars; Computer, Paper Tests, 2 Desks, Chairs, Pencils.</p> <p><b>Results</b> Each group consisted of 8 test subjects. In the first test group # 1 I had the control person displaying and eating the Snickers Bar. Out of the 8 people 6 of them chose the Snickers as they left the test room, 1 chose the Milky Way Bar and 1 chose not to have a candy bar. Out of the 8 people 5 of them told me after the test that Hershey's Chocolate bar was their favorite, 2 said Snicker's was their favorite and one said Milky Way was their favorite. In the second test group #2 I had the control person displaying and eating the Milky Way Bar. Out of the 8 people 4 of them chose the Snickers as they left the test room, 3 chose the Milky Way Bar and 1 chose the Hershey's bar. Out of the 8, 3 told me after the test that they liked Snicker's candy bars as their favorite, 3 liked Hershey's and 1 said Toblorone , and 1 likes Reese's Peanut Butter Cups as their favorite. In the third and final test group #3 I had the control person displaying and eating the Hershey's Bar. Of the 8 people who took this test, 1 chose the Snickers as they left the test room, 0 chose Milky Way Bar and 7 chose Hershey's bars. Out of this group, 3 said Snicker's was their favorite 4 said Hershey's was their favorite 1 said Hershey's with almonds was their favorite.</p> <p><b>Conclusions/Discussion</b> Conclusion is that there is a correlation between the control candy bar and the candy bars chosen. One thing I would change if I did this test again is I would use different food items. I would use three different food items so that there may not be a favorite.</p>	
<b>Summary Statement</b> The Power of Indirect Non-Verbal Suggestion	
<b>Help Received</b> no	