

# CWSF 2009 - Winnipeg, Manitoba



## Wil Francolini

### Scratch-Off Cards: Are You Being Manipulated to Lose?

**Division:** Physical & Mathematical Sciences / None

**Category:** Intermediate

**Region:** London District

**City:** London, ON

**School:** Central S.S.

**Abstract:** I want to determine what affect graphic design elements might have on an individual's attention and response. I want to test this by using a real example-I.e., how they might play a scratch-off card. Specifically, I want to determine if changing the colours and artwork on a scratch-off card will influence the spot a player scratches

### Biography

I am a grade 10 student at Central Secondary School in London, Ontario. I have lived in both London, Ontario, Canada and Baltimore, Maryland, USA. My hobbies include curling and playing chess. My favorite subjects in school are Math and Science.

### Awards

### Value

The University of Western Ontario Scholarship Bronze Medallist - \$1000 Entrance Scholarship Sponsor: University of Western Ontario	\$1 000
Bronze Medal - Life Sciences - Intermediate Sponsor: Pfizer Canada	\$300
Total	\$1 300