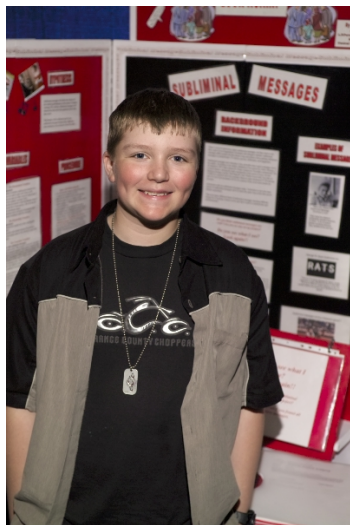


CWSF 2005 - Vancouver, British Columbia



Travis Gill

Do You See What I See? Look Again!!

Division: Health Sciences

Category: Junior

Region: Central Newfoundland

City: Botwood, NL

School: L.P. Purchase Academy

Abstract: This project examines the effects of subliminal messages on individuals, both males and females, focusing on subliminal advertising. I created two original video CD's, one with subliminal messages and one without subliminal messages as a control. Forty students were tested and the results were analyzed.

Awards	Value
Canadian Psychological Association Award - Junior Sponsor: Canadian Psychological Association	\$150
The University of Western Ontario Scholarship Bronze Medallist - \$1000 Entrance Scholarship Sponsor: University of Western Ontario	\$1 000
Bronze Medal - Health Sciences - Junior Sponsor: Canadian Institutes of Health Research	\$300
Total	\$1 450