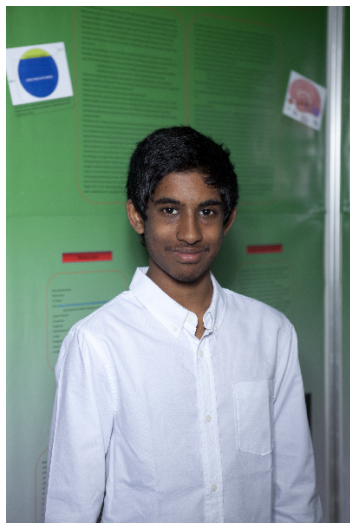


# CWSF 2013 - Lethbridge, Alberta



## Nikhil Patil

### Subliminal Stimuli - Can You Be Subliminally Misled?

**Challenge:** Discovery

**Category:** Junior

**Region:** Waterloo-Wellington

**City:** Waterloo, ON

**School:** Centennial P.S.

**Abstract:** This project revolves around the idea of making subliminal stimuli effective, as it is not powerful enough simply used by itself. Multiple novel conditions were found in order to make subliminal stimuli effective. Three experiments were conducted, with 165 subjects each. Statistical tests such as the chi-squared test of independence as well as the correlation coefficient test were used to ensure valid findings.

### Biography

My name is Nikhil Patil and I have always been perplexed by the subconscious functions of the mind. This was the inspiration for selecting the topic of subliminal stimuli. I am fourteen years old, in grade eight, and have been in the gifted congregated class for three years. My CWSF project last year was (Optical Illusions-Does Colour Effect the Illusion?). I have been playing soccer for the past three and a half years, and now play Rep soccer for Waterloo. From science fairs I have learned that time management is most important for scheduling homework and extracurricular activities. These skills help me manage many tasks ranging from academics to outside-school activities. I have won a gold medal twice in the Waterloo-Wellington Science and Engineering Fair. I won the Ontario Stepping Stone award last year. I won best in the life sciences division and the award of excellence for the best in fair this year. I enjoy science fair and will definitely participate again next year.

### Awards

### Value

Excellence Award - Junior - Silver Medal Sponsor: Youth Science Canada	\$300
Western University Scholarship Silver Medallist - \$2000 Entrance Scholarship Sponsor: Western University	\$2 000
<b>Total</b>	<b>\$2 300</b>