

## CWSF 2005 - Vancouver, British Columbia



### Thomas Skelton, Nicholas Menzies

#### Subliminal Messages

**Division:** Life Sciences

**Category:** Senior

**Region:** Saskatchewan Chinook

**City:** Swift Current, SK

**School:** Swift Current Comprehensive High School

**Abstract:** Our project examines whether subliminal messages actually work on our unconscious minds. We experimented using a PowerPoint presentation with inserted subliminal messages saying, `Drink water.` We showed our presentation to 111 subjects and found that subliminal messages do work about half the time.