

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.