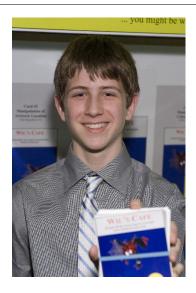




CWSF 2009 - Winnipeg, Manitoba



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



