Evan Shvetsov

Does Neurolinguistic Programming in Media Affect Consumers?

Challenge: Information
Category: Junior
Region: Bay Area
City: Oakville, ON
School: Maple Grove Public School

Abstract: Neuro Linguistic Programming is a practice similar to that of hypnosis, utilizing several methods (the most prevalent of which is subconscious anchorage) to set an idea, thought, emotional or psychological state in a person's subconscious. This experiment is designed to investigate the validity of NLP. A video containing psychological anchors will be presented to a subject, and their response will be recorded and compared.

Biography

My name is Evan Shvetsov. I was born in Canada on April 21, 2005, to an immigrant family. I currently live in Oakville, Ontario, and attend Maple Grove Public School, where I will soon be graduating from and commencing my high school career at Oakville Trafalgar High School. As a pastime, I enjoy hunting and competitive shooting, but what truly fascinates me is the field of neurology. I see many similarities between the human brain and computers, and believe that we are just that: biological machines. I wish to investigate the complex workings of our minds to attempt to achieve a level of understanding that we are not but an accidental creation, molded by billions of minuscule evolutionary mutations over eons, all originating from an unconscious single cellular organism. I want to believe that we are deliberately created, instead of being a probability, doomed to aimlessly search for a menial task to complete in a simulated world. Everything that we perceive, everyone that we have ever encountered, and any other arbitrary description of our existence is all but a pattern, a program in our brains. This, for me, is the fundamental appeal of neurology; I want to be real.