



**CALIFORNIA STATE SCIENCE FAIR
2008 PROJECT SUMMARY**

Name(s) Alexandra Reale	Project Number J0624
Project Title Under the Surface: Priming the Subconscious Brain	
Abstract Objectives/Goals My objective is to determine if a person's behavior will change after reading hidden keywords in a scrambled-sentence test. Methods/Materials Using a stopwatch, I secretly timed people's walking speed before and after they took one of two scrambled-sentence tests that I created. My purpose in doing this was to see if the hidden keywords within the test would cause an alteration of the person's behavior, specifically the person's walking speed. Results I found that the subjects' walking speed was affected by the hidden keywords in the text sixty-two percent of the time. Conclusions/Discussion My hypothesis was supported by the results of the test. I think the reason the individuals' behavior changed after reading the hidden words is because of a subconscious desire to fit in with the situation at hand. The subconscious brain of the person reading the text causes him to change his behavior, specifically his walking speed, without his awareness. This is a psychological technique called priming--a person's behavior and mood can be altered by simply reading or hearing something pertaining to a particular state of mind.	
Summary Statement My project is about the effect of subconscious priming on people's behavior.	
Help Received My parents helped find subjects and sent them in to participate when I requested. I used my dad's computer and software to generate charts and graphs.	