



**CALIFORNIA STATE SCIENCE FAIR  
2003 PROJECT SUMMARY**

<b>Name(s)</b> <b>Lindsay L. Lehnhoff</b>	<b>Project Number</b> <b>J0323</b>
<b>Project Title</b> <b>Easy Learning through Educational Subliminal Messages Embedded in Enjoyable Visuals</b>	
<p style="text-align: center;"><b>Abstract</b></p> <p><b>Objectives/Goals</b> My objective was to see if subjects could be educated through subliminal messages embedded in an enjoyable video.</p> <p><b>Methods/Materials</b> I used a computer program, "Final Cut Pro" to create and embed 1/32 of a second (subliminal) messages into a entertaining video. I also used a VCR and television to transfer the video story onto the computer. The messages were answers to a test on King Henry VII. 140 subjects were asked to take a pre-test. All but the control group subjects watched the video with the subliminal messages. The control group watched the video without embedded subliminal messages. After the video, both subject groups were given a post-test, identical to the pre-test and asked to fill in the answers they now believed were correct.</p> <p><b>Results</b> After analysis, 11% of the control group improved from pretest to post-test, while 34% of the test group improved from pretest to post-test. This data shows a significant difference when subjects were exposed to the subliminal messages as opposed to just guessing (control group).</p> <p><b>Conclusions/Discussion</b> Most previous research in the area has been focused on proving that subliminal perception exists. My experiment's positive results supports not only that subliminal perception exists but also, my hypothesis that subjects could be educated/obtain knowledge through subliminal messages. Thus, subliminal messages can be an alternative form of education and/or study method that may be used by teachers or students in the future.</p>	
<b>Summary Statement</b> Subjects can be educated through educational subliminal messages embedded in an enjoyable video.	
<b>Help Received</b> Used video equipment at Marshall Middle School under supervision of Media teacher, Michael Wasinski and used computers and computer programs, including Excel in Muriel Gross' science lab. Equipment and teachers mentioned, all at Marshall Middle School, San Diego, CA.	