



**CALIFORNIA STATE SCIENCE FAIR
2010 PROJECT SUMMARY**

Name(s) Tauna Hincker; Miranda Moog	Project Number S0309
Project Title Oh So Subliminal	
<p style="text-align: center;">Abstract</p> <p>Objectives/Goals The objective of our project is to see whether or not teenagers are influenced by subliminal messages.</p> <p>Methods/Materials 100 teenage test subjects, were asked to pick a drink color, while everything around the display/drink booth was the color blue. This means we used blue tablecloths, cups, napkins, chairs, and we were even wearing blue, to subliminally suggest the color blue.</p> <p>Results We have found that with the blue subliminal messages, the participants chose blue, and without them, they chose the red drink. From that information we have concluded that the subliminal messages did work.</p> <p>Conclusions/Discussion We have found out that teenagers were affected by the subliminal messages, contrary to what we had previously thought. But we have also thought that the participants could have selected their items by personal preference.</p>	
Summary Statement The effects of subliminal messages on teenagers.	
Help Received Mother helped with display ideas; Science teacher Erin helped proof read.	