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Brainwashed

The purpose of this experiment was to explore the effects of subliminal messages on the human brain. Subliminal messages can be found in video, audio, and still image formats. Four videos, two audio, and three still images all containing subliminal messages or backmasking were used in this experiment. The testing process included the use of fifty human test subjects. The subjects were grouped by school grade and five subjects in grades 2-11 were chosen randomly. During the testing procedure, each subject was exposed to the advertisement containing the subliminal message. After hearing or examining each advertisement, the subject was asked questions and required to make choices out of several options. The responses made by each subject determined whether or not the subliminal message affected the subconscious mind. All responses were recorded and observations were made. As the experiment concluded, the researchers found that there was an increase in effectiveness on the subconscious mind as the age of the subjects increased. Another observation made by the researchers was that the females tested were an average of 65% affective, compared the males effectiveness being only 57% on average. From these percentages, the researchers can conclude that women are more affected by subliminal advertising. The final conclusion of this experiment showed the researchers' hypothesis to be correct, and subliminal messages were found to be affective on the majority of human subjects tested.