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*Secret Savior*

The purpose of this experiment was to see if subliminal messages affect thoughts/actions of people. The hypothesis was, if the participants watch a short video with a subliminal message rather than one without message, then the participants that watch the altered video will be more influenced and give more money to the jar. This is because the participants were unaware of the subliminal message. During this experiment, two groups of participants watched a video; half watched a video with a subliminal message, half watched the same video without the message. Participants then answered a question, received one dollar in dimes, and were asked to leave the room in a directed path, to see if they would put money in a donation jar which was placed by the door.

The independent variable was the video with the subliminal message. The dependent variable was how much of the money the participants donated (if they did). Controlled variables were the amount of given to each participant, room/room arrangements, and the same original video. Results showed that 1/2 of the people that watched the video with the subliminal message donated money. However, none of the 8 people who watched the regular video donated money.

The hypothesis was accepted because the results showed that the message triggered some emotion and the mind processed the message making the jar eye catching, convincing them to donate money. Having more test subjects and same number of each gender would make this experiment more reliable.