



Topic/Objective:

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Subliminal Perception

Class/Period: 6

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Essential Question: What is subliminal perception and how/why is it used?

Questions:

Notes:

What is subliminal perception?

- **Subliminal perception** – perception that takes place below our level of conscious awareness.

When was subliminal perception first used and popular?

- A lot of attention was given to this process in the 1950s when an advertiser very rapidly flashed “EAT POPCORN” on the movie screen at a theater.
- The advertiser claimed that popcorn sales increased 50 percent. Studies since then have not been able to duplicate these results.
- Some experimenters have flashed words on a screen and offered a lot of money to students who could say what the words were.

What types of subliminal perception objects are out on the market?

- There are all kinds of audiotapes on the market today that claim to be able to reach your subconscious mind with wonderfully effective messages.
- Their advertisers say that just by playing the tapes, you can control your weight, stop smoking, increase your self-esteem, or become more popular, more successful, more whatever they can dream up.
- The part of the tape you can hear usually is comprised of easy-listening or classical music or some soothing sound like ocean waves or a gentle rainfall.
- Supposedly hidden at a much lower volume is a repeated message, such as “You are a winner.”
- Other approaches have made use of video tapes in which a message, such as “Don’t eat chocolate,” is flashed on the screen over and over too fast to be clearly seen.

Summary:

The brain does not consider a faint message to be as important as one that is there for a while. So, it just doesn’t pay much attention. (By the way, the word *subliminal* comes from the word *limen*, which means a line that marks off a boundary; hence, sub—beneath—the limen means below the level of everyday awareness.)