Subliminal Messaging in Audio: A Study of the Subconscious

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Subliminal messages are messages passed to the human mind without the mind being consciously aware of it, as, for example, in advertising. To test the efficiency of these messages, teenagers from Elko High School were examined in immediate choices following the listening of auditory subliminal messaging. The group of participants were divided in half; each half getting a different treatment. The first half got a custom made track with auditory subliminal messages, while the other half were given the original track with no alterations. The subliminal messaging were calling for the subjects to choose ‘green’ or ‘562’. The group without the treatment were found to have chosen green (6.7%) and 562 (13%) of the time. Comparatively, the group with the subliminal stimulus chose green (60%) and 562 (6.7%) of the time. There was no correlation between the numbers chosen between groups. However, when given subliminal stimulus, green was chosen (53.3%) more than the group without the treatment. Together, these findings show that simple auditory subliminal messages can affect immediate choices (that don’t have a major impact on the subject) of participants.

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