

## Power of Nothing: The Impact of Manipulation on Senses to Alter Subconscious Choices

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### Introduction

The Placebo effect is a medical phenomenon that has been around for more than a century. This affects everyone and goes beyond the medical field and is slowly occurring in the business industry to manipulate people into making Slowly occurring in the small actions that make the people choose subconscious choices through the small actions that make the people choose. which option would be best for the person to sell a product. Through people's which opinion would be choices in aesthetics it may also alter their senses and subconscious biased choices in aesthetics it may also alter their senses and subconscious blased choices in aesthetics it may also after their senses and then perception into thinking that one choice may be better when in reality then perception into thinking that one choice may be better when in reality then perception into thinking that one choice may be better when in reality then perception into thinking that one choice may be better when it is a controlled tests much the perception into thinking that one choice may be better when in reality is a controlled tests much that one choice may be better when in reality is a controlled tests much that one choice may be better when in reality is a controlled tests much that one choice may be better when in reality is a controlled tests much that one choice may be better when in reality is a controlled tests much that one choice may be better when in reality is a controlled tests much that one choice may be better when in reality is a controlled tests much that one choice may be better when in reality is a controlled tests much that one choice may be better when in reality is a controlled tests much that one choice may be better when in reality is a controlled tests much that one choice may be better when it is a controlled test much that one choice much that the controlled tests m then perception into thinking that one alone may be better when in reality both choices are the same. Through a plethora of controlled tests manipulating both choices are the same, the cight taste, hearing, touch and small, the alone where the same is the cight taste. both choices are the same. Through a perception does manipulating the main senses such as sight, taste, hearing, touch and smell, the placebo can the main senses such as sight, taste, hearing, touch and smell, the placebo can be such as sight, senses, and perception just by a manipulating the main senses. the main senses such as signt, taste, nearing, coordants sinell, the placebo can take affect and alter your senses and perception just by a manipulation in take affect and take affect and after your senses and perception just by a manipula assthetics therefore changing ones mindset similar to the Placebo Effect.

The placebo effect is the response of a patient after an inactive substance is The placebo effect is the response of a patient after an inactive substance is substituted for medicine without the patient's knowledge. Results showed that substituted for medicine without the fact that the patient believes they will patients improved due solely to the fact that the person's mindser patients improved the person's mindser. patients improved due solely to the fact that the patient believes they will benefit from the treatment. This ultimately altered the person's mindset and benefit from the treatment. This ultimately altered the person's mindset and the benefit from the treatment. This ultimately aftered, studies have shown that thus began the healing process. With this knowledge, studies have shown that thus began the healing process. thus began the healing process. With this knowledge, studies have shown that the placebo effect can speed up pulse rate, increase blood pressure, and the placebo effect can speed up pulse he placebo effect has helped several improve reaction rates. For this reason, sleep disorders, and other illnesses, improve reaction rates. For this reason, sleep disorders, and other illnesses, improve reaction rates. For this reason, sleep disorders, and other illnesses, improve with several things from depression, sleep disorders, and other illnesses, in the subject is due to the people with several things from depression, sleep disorders, and other illnesses. parterns the triang process, which is a process of the speak of the service of th

### Question

How do different aesthetics stimulate one's senses to manipulate someone into creating a subconscious choice that it feels may benefit them such as the placebo

### Hypothesis/Thesis

People are often manipulated by the fulfilment of one of the senses to trust we

We hypothesize that the objects that are more appealing to at least one of the senses will be ideal to the subject because of the belief that if something benefits them in one way, it will benefit them overall.

### Methods and Materials

Approximately 100 responses will be solicited for the following types of

For the testing part of the research project, there will be five short and simple tests each focusing on stimulating one sense (sight, hearing, touch, taste and smell). Subjects will provide written consent

Materials used in the sight focused test will include a computer to show the stroop effect test as well as a link that is open to the public and is accessible for free. Subjects will be asked to complete a stroop effect test where they will be asked to say the color in which a word is printed, not what the word reads.

In the hearing focused test, music will be played including depressing/ sad music, upbeat/joily music, and aggressive music. While listening to the music, subjects will be asked to look at three different Rorschach tests and say what they see. The Rorschach test will be the same for all three of the

types of the music but the subject will not know.

In the touch test, subjects will be blindfolded and we will ask them how different things make them feel based off of their touch. We will have all the objects feel are the same thing, but we will secretly be switching the

For the smell stimulated tests, subjects will be blindfolded before smelling a perfume. They will be told they are about to smell a perfum titled, "Le Bon Côté" (bright side in French) and the other one will be titled Hummer. Both scents will be the same but the subject won't know

Responses will be evaluated for each of the tests and compared mongst the different groups. Differences in responses will be evaluated asset on demonstrate the contract of t based on demographic information of the respondents

# **Expected Outcomes/ Research Significance**

The manipulation of one's perception through senses can create biased subconscious choices in the hippocampus and striatum in the cranium. subconscious Like the placebo effect, the mind subconsciously makes choices that it believes would be most beneficial for the person. This can be extremely helpful in playing a key role in the placebo effect to help treat several conditions such as depression. It is also seen in lifestyle choices where conditions such as the effect to get individuals to get them to buy their. product through any means necessary, and help change their mindset to product through any means received by since help change their minuset to benefit them. Although useful in situations, it may be harmful to people if benefit them. Amough the factors for a negative connotation. In order to chosen to manipulate the effect it is to best understand the effect. The prevent the associated the errect. The significance of this research of going into the depth of this effect is to not only understand more of how powerful the brain and senses may be but only understand more of more powerful in some cases must not be messed with. also learn that anneagh, powered in some cases must not be messed with.

With large gaps in the understanding of the human brain, there is still a With talge gap, and development. The understanding of a need to continue research and development. The understanding of a being's brain may unlock a plethora of things unknown in the mind which being's brain many many and the field of study in psychology and

For further extensions, Group 2 can research several aspects on how subconscious choices affect both the physical and mental wellbeing. One could also focus on the activity of the hippocampus as well as the striatum that occurs when making subconscious choices by observing MRIs. When looking into a mental wellbeing there can be a plethora of research into exactly.

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