

Title:

Sex & Subliminal Messages

Word Count:

472

Summary:

A cognitive neuroscientist conducted studies into the effectiveness of using subliminal images

Keywords:

subliminal, subliminal message, personal development, self help, self improvement, personal growth

Article Body:

Sheng He, a cognitive neuroscientist at the University of Minnesota, and his colleagues conducted

They used an image called a Gabor patch, named after the mathematician who created it to test

Using a high contrast image, presented to only one eye, the researchers could therefore cancel

During the experiment researchers presented a high contrast image to one eye, and an erotic image

In order to ensure that the invisible images were not detected consciously the volunteers were

Thirty-two trials were conducted and it was found that the men displayed a significantly higher

However, when heterosexual men were shown, a Gabor Patch, where there had been a picture of a

It seemed however, that the results were significantly better when the volunteers were shown the

So, it would appear from this study, that subliminal images are detected by the mind and acted

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