

Worksheet

Is Subliminal Influence Real?

To address the question of whether subliminal influence is real, we need to address the following two questions:

1. Based on what we know about how the sensation and perception work in humans, is there any reason to think that it is possible to perceive stimuli that are outside of conscious awareness?
2. If so, how would we know?

Your group has been assigned to consider these two questions in the context of what we know about **PRIMING**. Complete the following:

- What is priming? Provide a basic definition.
- Describe a basic priming paradigm: what stimuli are participants exposed to and how are priming effects measured?
- How does an understanding of priming help answer question #1 above?
- How does an understanding of how priming is typically studied help answer the second question above?