

TAPPING INTO THE UNSEEN: INVESTIGATING THE POTENTIAL OF THE SUBCONSCIOUS MIND

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I. INTRODUCTION

The human mind, a marvel of complexity and ingenuity, has long captivated the imagination of scientists, philosophers, and artists alike. From deciphering its intricacies to unlocking its full potential, the study of the mind has been an unending quest. One realm within this vast intellectual landscape that has garnered significant attention in recent years is the exploration of the subconscious mind.

The subconscious mind, often shrouded in mystery and intrigue, is a domain that exists beyond the immediate grasp of conscious awareness. It encompasses a wealth of thoughts, emotions, memories, and processes that operate silently beneath the surface of our conscious experience. While it remains largely unseen and elusive, it is undeniably influential, shaping our perceptions, decisions, and behaviours in ways that we are only beginning to comprehend.

Can you still recall those initial attempts at balancing on a bicycle, wobbling uncertainly as you grasped the handlebars? Or perhaps you've marvelled at the intricate dance moves that seemingly require an endless stream of practice to perfect? Maybe you've dared to master a musical instrument, facing the daunting task of coordinating your fingers and melodies. In these moments, it's evident that the road to mastery is paved with conscious effort. Yet, something intriguing happens as we persist—these complex actions gradually demand less and less of our conscious awareness, seamlessly becoming second nature.

What we're witnessing here is the profound influence of one of the most potent forces guiding human behaviour—the subconscious mind, often interchangeably referred to as the non-conscious mind. In this article, we embark on a journey deep into the mysterious realm of the subconscious mind. We'll not only explore its fundamental principles but also shed light on its profound impact on the inner workings of the brain. Finally, we offer a comprehensive guide on how to harness the incredible potential of the subconscious mind for the advancement of human behaviour research. Prepare to delve into the hidden facets of your mind as we navigate this fascinating terrain.

Within scientific discourse about the brain, discussions often revolve around conscious and unconscious modes of action. This has led to a widespread understanding that our behaviours might be less rational than we perceive them to be.

Our capacity to govern thoughts, coordinate movements, and undergo emotional experiences is intricately tied to the depth of information processing occurring within us.

The notion of more profound layers of information processing was conceptualized and extensively examined by the renowned Austrian psychologist Sigmund Freud (1856 – 1939), who introduced the three-level mind model. According to Freud's model, the mind can be categorized into the following tiers:

II. THREE-TIER MIND MODEL

1. **Conscious:** This level encompasses all thoughts and actions that fall within our conscious awareness. For instance, the captivating allure and delight of the aroma emanating from a crimson tulip.
2. **Subconscious:** This realm encompasses all our reactions and automated actions. These actions can become consciously recognized when we intentionally contemplate them. An apt illustration would be our ability to drive a car. As we gain proficiency, our thought process shifts from conscious deliberation on gear usage, pedal application, and mirror checking to automatic execution. Nonetheless, with deliberate introspection, we can always bring to light the details of these actions.
3. **Unconscious:** Operating at a more profound level, the unconscious domain encompasses past events and memories. Sometimes, these memories remain beyond immediate reach, despite concerted efforts to recollect them. A prime example includes our first uttered word or the sensations accompanying our initial steps as we learned to walk independently.

III. AIMS OF THE STUDY

1. **Comprehending Subconscious Influence:** Gain insights into how the subconscious mind affects our thoughts, emotions, and behaviours, uncovering its underlying processes.
2. **Examining Decision-Making:** Investigate how the subconscious mind shapes our choices, preferences, and biases, often without our awareness.
3. **Assessing Learning Impact:** Investigate how the subconscious influences learning, skill acquisition, and habit formation.

IV. REVIEW OF LITERATURE

The researcher Huang, J. Y., & Bargh, J. A introduces the "Selfish Goal model," proposing that human behaviour is primarily steered by psychological processes referred to as "goals." These goals, at times, direct an individual's actions in conflicting directions. It's important to note that goals can operate on both conscious and unconscious levels. When activated, they can have significant consequences on an individual's cognitive processing and behavioural choices, prioritizing the achievement of the specific goal above broader individual interests. This suggests that goals function as if they possess a self-serving nature, solely focused on their own fulfilment.

The argument is put forth that there is an evolutionary foundation supporting the notion that conscious goals evolved from more primitive, unconscious, and self-centred

forms of pursuit. According to this framework, there are unconscious goal processes capable of guiding behaviour without the individual's conscious awareness or control, aligning with the "automaticity principle." Additionally, the most compelling or active goal tends to shape an individual's information processing and behaviour, steering them towards its successful accomplishment, as proposed by the "reconfiguration principle."

Structurally, there are similarities between how conscious and unconscious goals are pursued, in line with the "similarity principle." Furthermore, goal influences can lead to behaviours that might seem inconsistent or counterintuitive when examined over time, reflecting the "inconsistency principle." Ultimately, the researcher argues that a person's behaviours are indirectly selected and guided at the level of goals but are expressed and understood at the individual level.

Another study investigated by Jiansheng Li, Lina Sun, HaoGuo, Kai Shi, Luyu Chen on the capacity for unconscious thought to facilitate sound decision-making when confronted with a novel goal. The research employed four mobile phones, two tailored for older adults and two for younger individuals.

In Experiment 1, the findings indicate that, when participants shifted their focus from assessing mobile phones' suitability for older adults to evaluating their suitability for younger individuals, those in the unconscious thought group yielded significantly higher scores, favouring mobile phones as objectively suitable for older adults. This was in contrast to the group that perceived mobile phones as objectively suitable for young people.

In Experiment 2, an immediate decision-making group was introduced to eliminate the possibility that participants had already formed a decision during the information presentation phase. The results of this investigation support the notion that unconscious thought has the capacity to enable informed, novel choices in accordance with new objectives.

Another study conducted by Ramey, et al state that "In the ongoing discourse within the field, a central point of contention pertains to whether memory exerts its influence on attention primarily through conscious or unconscious processes. In order to address this enduring debate, a comprehensive study was conducted, wherein eye movements of participants were meticulously tracked while they engaged in the task of searching for specific objects concealed within real-world scenes that had been previously encountered. Concurrently, the study assessed participants' memory for each scene using a set of methodologies designed to distinguish various states of subjective memory awareness.

The study's outcomes yielded noteworthy insights: Memory-guided eye movements during the visual search task were significantly influenced by both conscious recollection and unconscious memory processes. The former manifested as precise initial eye movements directed straight to the remembered location of the target object. Conversely, unconscious memory subtly improved search efficiency by progressively orienting participants' gaze toward the target throughout the course of the search trial. Notably, these distinct eye movement patterns remained impervious to the influence of familiarity-based memory, which encompasses changes in subjective memory strength.

These findings collectively contribute to the broader understanding of memory's role in attention, highlighting that conscious recollection and unconscious memory operate as independent and complementary forces. Their combined influence serves to optimize attentional allocation, ultimately facilitating the efficient extraction of visual information within various cognitive contexts."

V. RESULTS

The exploration of the potential of the subconscious mind has yielded a wealth of fascinating insights and practical applications across a spectrum of disciplines. In this section, we summarize some key findings and outcomes from our research review:

- 1. Enhanced Understanding of Cognitive Processes:** Research into the subconscious mind has enriched our comprehension of cognitive processes. It has revealed that much of our thinking, decision-making, and problem-solving occurs beneath the surface of conscious awareness. This newfound understanding has broad implications for fields like psychology and cognitive science.
- 2. Behavioural Influences:** Studies have consistently demonstrated the powerful influence of the subconscious on human behaviour. Subconscious biases, priming effects, and automatic responses play a significant role in shaping our actions and reactions, with implications for areas such as marketing, advertising, and interpersonal relationships.
- 3. Creativity and Problem-Solving:** The subconscious has been identified as a wellspring of creativity and insight. Research shows that incubation periods and subconscious processing often lead to breakthrough moments in creative endeavours and problem-solving. This insight has the potential to transform how individuals and organizations approach innovation.
- 4. Memory and Learning:** Investigations into the subconscious have shed light on memory consolidation and retrieval processes. Understanding how the subconscious stores and accesses information has implications for education, where optimized learning strategies can be developed to enhance retention and recall.
- 5. Applications in Personal Growth:** The understanding of the subconscious mind has been harnessed for personal growth and self-improvement. Techniques such as hypnotherapy, mindfulness, and positive visualization draw upon subconscious principles to facilitate personal transformation.
- 6. Dream Analysis and Symbolism:** The study of dreams and their symbolism, traditionally associated with the subconscious, has gained renewed interest. Researchers are exploring the role of dreams in processing emotions, problem-solving, and even creative inspiration.

VI. DISCUSSION

The discussion section synthesizes key insights and implications arising from our exploration:

- 1. Complex Interplay between Conscious and Subconscious:** The findings highlight the intricate interplay between conscious and subconscious mental processes. Conscious intentions, beliefs, and perceptions can shape and be shaped by the subconscious mind. This realization challenges traditional notions of a clear boundary between conscious and unconscious mental states.
- 2. Practical Applications in Diverse Fields:** The practical applications of subconscious research are vast and diverse. From marketing strategies that leverage subconscious cues to therapeutic interventions that harness the power of the subconscious for healing, the potential for positive impact across disciplines is substantial.
- 3. Ethical Considerations:** The ethical dimensions of subconscious research and application demand careful consideration. As we uncover the power of the subconscious to influence behaviour, emotions, and decision-making, the responsibility to use this knowledge ethically and responsibly becomes paramount.
- 4. Emerging Technologies:** The integration of emerging technologies, such as neuro imaging and machine learning, offers unprecedented opportunities to probe deeper into the subconscious mind. These technologies have the potential to revolutionize our understanding and utilization of the subconscious, but they also raise ethical and privacy concerns.
- 5. Personal Growth and Well-Being:** Techniques derived from subconscious research are increasingly used for personal growth and well-being. Individuals are empowered to tap into their subconscious potential to overcome obstacles, manage stress, and achieve their goals. This speaks to the practical relevance of subconscious knowledge in everyday life.
- 6. Scientific and Philosophical Implications:** The study of the subconscious mind has broader scientific and philosophical implications. It challenges traditional notions of human agency and raises fundamental questions about the nature of consciousness and the self.

VII. CONCLUSION

In conclusion, our exploration into the potential of the subconscious mind reveals a captivating and transformative realm within human psychology. The researches presented in this review article underscores the importance of understanding the subconscious as a dynamic force that influences our thoughts, actions, and experiences in profound ways.

As we navigate the complexities of the subconscious, we must do so with a commitment to ethical practice and responsible application. The power to influence the subconscious carries with it a weighty responsibility to respect individual autonomy and well-being.

The ongoing research and application of subconscious knowledge promise to shape the future of fields as diverse as psychology, marketing, healthcare, education, and personal development. With continued scientific exploration and responsible stewardship, we stand at the threshold of harnessing the unseen potential of the subconscious mind for the betterment of individuals and society as a whole.

In closing, our journey into the uncharted territory of the subconscious mind is far from over. It invites us to contemplate the boundless possibilities that await as we continue to tap into the unseen.

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