



Colorado Science and Engineering Fair

2025 Individual Project Abstract Form

Please print 2 copies of the completed form. Sign both copies, keep 1 for your notebook and submit 1 copy to your Regional Fair Director with your other paperwork.

Title of Project: Are iPhones listening to us?

Finalist's Name: Oliver Ciembronowicz

School and City: Vallis Cymbia Academiaie homeschool, Frederick

Sponsor's Name: Hana Ciembronowicz

Category: Mathematics & Computer Sciences

Division: Junior (grades 6 - 8)

Abstract (250 words or less):

Are iPhones listening to us and targeting advertisements to us based on the topics spoken in their presence? What happens if you never used any apps, any searches, no facial recognition, completely wiped the device, and it only heard one voice and connected to one public internet?

My hypothesis was that Apple is listening to us. I purchased a Faraday pouch and gathered eight devices, factory reset each device, and created fake emails, fake names, and personalities for each device. I powered them off, put them in the pouch, went to a public library and connected to their Wi-Fi, speaking a list of key words related to their personality for five minutes. I then looked at Google, Bing, and Yahoo Shopping only for five minutes to see what ads came up. I did this for fifteen days. The only voice they heard is the same. No searches, no outside noise. The devices were faced up to prevent facial recognition.

Every fake personality had ads targeted directly to them. Yahoo had the most targeted ads across every persona. The social media influencer personality had the most targeted ads. The range of targeted ads over five minutes was a high of seven to a low of one, but there was always at least one ad that could not be explained away. There are advertisements that cannot be explained any other way than listening. Yes, your iPhone is listening to you. The proof was overwhelming.

I hereby certify that the above statements are correct and the information provided in the Abstract is the result of one year's research. I also attest that the above properly reflects my own work.

Finalist's Signature:

Date:

In addition, all students must complete the ISEF Student Checklist (1A), Research Plan, Approval Form (1B), and Checklist for Adult Sponsor (1), and any other ISEF forms required for this type of project. See the International Rules and Guidelines for form requirements. Return COPIES of all of these forms to your Regional Fair Director with you Finalist Verification/Permission Form. **A signed copy of this form must be included in your notebook.**