



**CALIFORNIA STATE SCIENCE FAIR  
2005 PROJECT SUMMARY**

<b>Name(s)</b> <b>Alexander E. Tavlian</b>	<b>Project Number</b> <b>J1724</b>
<b>Project Title</b> <b>Popcorn Consumption and the Impact of Film Genre</b>	
<b>Abstract</b> <b>Objectives/Goals</b> The objective of my project was to determine whether the genre of a motion picture has a measurable impact on a moviegoer's popcorn consumption. <b>Methods/Materials</b> I reviewed film catalogs, texts, and databases to determine four distinct genres of motion pictures--Comedy, Romance, Action, and Family. I then selected one motion picture from each group that is clearly identified in those resources as belonging to the specific genre. After obtaining informed consent from six human subjects, I arranged for the subjects to attend four screening sessions at my home, each session devoted to a film from a single genre. Before each screening, I prepared seven-liter batches of popcorn in six numbered bowls, one for each subject. The subjects watched each movie, consumed popcorn from their respective bowls, and received measured refills as requested. At the end of each film, I measured the remainder in each bowl to determine total consumption for the screening. I recorded the results in my Project Notebook for comparison and analysis. <b>Results</b> The Family film generated consumption of 43.5 liters of popcorn, compared with 40.1 liters at the screening of the Action film, 37.6 liters at the screening of the Comedy film, and 37 liters at the screening of the Romance film. <b>Conclusions/Discussion</b> I believed a Comedy film would generate more popcorn consumption than a film from one of the other genres. The Family film actually generated the most popcorn consumption by my moviegoers and the Comedy film came in third place. Therefore, I did not prove my hypothesis.	
<b>Summary Statement</b> The impact of film genre upon the consumption of popcorn by moviegoers.	
<b>Help Received</b> My mother physically popped the popcorn in the West Bend Stir Crazy Popcorn Popper. Approximately 60 percent of the time, my parents started the movies on a DVD player. The rest of the time, I started the movies on the player. My parents also used a paper cutter to cut paper for placement on my display	