



**CALIFORNIA STATE SCIENCE FAIR
2006 PROJECT SUMMARY**

Name(s) Hannah M. Plunkett	Project Number J1713
Project Title Penny Candy vs. Dime Candy	
Abstract Objectives/Goals The goal of my project, Penny Candy vs. Dime Candy, was to determine if kids, ages 7-12 years, are more likely to choose one candy (labeled 'Dime Candy') over another identical candy (labeled 'Penny Candy') based on how they are labeled. I believe that they will choose 'Dime Candy' over 'Penny Candy', because they will think that 'Dime Candy' is worth more, therefore will be better quality and will taste better. Methods/Materials I interviewed 100 randomly selected students at my school between the ages of 7-12 years old. I showed them a tray with 2 identical candies, one labeled 'Penny Candy' and the other labeled 'Dime Candy', and asked them the following question: "If you could choose one of these candies, which one would you choose?" I recorded their answers in a journal along with their sex and age. Results Sixty-six percent of the participants chose the 'Dime Candy' over the 'Penny Candy'. The most significant category was the 10 year olds, with 87% of them choosing the 'Dime Candy'. Conclusions/Discussion The results of this study support my hypothesis. Labeling of items has an effect on the choices that people make. Specifically, people believe that higher price means higher quality.	
Summary Statement My project is about labeling of items and how labeling effects peoples choices.	
Help Received From my parents and sister who helped with typing and laying out my board.	