



**CALIFORNIA STATE SCIENCE FAIR
2012 PROJECT SUMMARY**

Name(s) Samantha G. Dyar	Project Number J0406
Project Title Marketing and Color	
<p style="text-align: center;">Abstract</p> <p>Objectives/Goals The objective of this project was to determine if the marketing color would promote healthier eating.</p> <p>Methods/Materials I tested six, first grade classes by giving each class a different colored bag such as: red, orange, yellow, green, blue, and purple, with five carrots each. Students were given seven minutes to decide to eat the carrots or not. They did not have to finish the snack. I conducted this test three more times with the same first grade classes, but changed the color of the bag for each trial. After each trial I marked the bags "B" for boy, and "G" for girl. I then counted how many carrots were eaten from each bag.</p> <p>Results The results of the experiment proved that students on average ate more carrots from the orange bags. The average percentage for all three tests were: orange = 83%, blue = 82%, green = 80%, yellow = 76%, red = 73%, and purple = 72%. I also compared the number of carrots eaten between boys and girls for each colored bag. My data showed that boys and girls preferred different colored bags. Boys ate 85% of carrots from the blue bag, as compared to 81% for girls. Girls ate 90% from the green bag, as compared to 84% for boys. The least amount of carrots were eaten out of the purple bag for both boys (66%) and girls (72%).</p> <p>Conclusions/Discussion My hypothesis was correct. Based on my research, I predicted students would eat more carrots out of the orange bag. My results also indicated that there were no true patterns or trends in my data. During my three trials, there were many variables out of my control such as: dates of each trial, room temperature, seating arrangement, classroom management, attendance, and student appetite. The information gained from this experiment would benefit food companies and adults who want children to eat healthier.</p>	
Summary Statement Does marketing color positively influence children's interest in eating healthy food?	
Help Received Father painted board. District Migrant Department translated permission slips. Family helped bag carrots. Parents helped transport testing materials.	