

What Are We Really Buying?

By Matthew Bishop, Vincent Hensley, Hunter Herman,
Josey Hiver, Destiny Reeves, and Justin Roberts

We have been learning about the costs of packaging and buying commercials and advertisements in magazines. When people are advertising, they want to get your money. Why it works is that people want to buy something because of how it looks on TV. Or they might think one with a better package is better than the other ones. When we buy the product we buy the advertising and we pay for the package.

We did a test to see if the more expensive product is the favorite brand. We had three different brands of chocolate chips. We wanted to know if people could tell us which one they liked the best. One expensive brand is in a fancy gold bag that cost \$3.99; one was a famous brand that cost \$2.99; one was a generic brand that cost \$1.49.

We went around the school and asked adults and kids to help us. We had 35 people taste the chocolate and tell their favorite. We didn't tell them which one was the most expensive, the famous one or the generic.

Then we made a line plot to organize our data about chocolate. Which do you think was the most popular? If you want to know, you need to find our graph in the Breckinridge Franklin lobby.

Here is a hint though when the chocolate chips are all in plain baggies you don't taste the commercials or the advertisements or the packages.