

**Science on a Sphere: 2 Billion More Coming for
Dinner
Summative Evaluation**

November 2, 2012

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Two Billion More Coming to Dinner is a 9 minute 32 second long film developed for the Science on a Sphere (SOS) network by the Science Museum of Minnesota (SMM). This film was funded by a Discovery Grant from the University of Minnesota's Institute on the Environment (IonE). Science Museum of Minnesota staff worked closely with members of IonE's Global Landscapes Initiative to develop the visualizations and content for this production. *Two Billion More Coming to Dinner* explores ways of dealing with human's need to produce enough food for the 9 billion people expected to live on the planet by 2050. The film is a discussion between a farmer and his college-aged daughter about the Green Revolution of the 1960s, new techniques for farming more efficiently, and the impact of eating meat. Before going into full production, a storyboard version of the film was tested with museum visitors (Phipps & King, 2011).

Evaluation Methods

In October, November and December of 2012, a total of 78 individual and visitor groups were recruited from the Science Museum of Minnesota's 3rd floor exhibit galleries for evaluation of the new Science on a Sphere film, *2 Billion More Coming to Dinner*. Visitors were asked to watch the film in the museum's new Planet Earth Decision Theater space.

Visitor recruitment involved coordination with a member of the Science Live Theater staff who announced the time and location of the film over the theater's public address system approximately 15 minutes prior to a showing. Following the announcement, evaluation staff circulated around the 3rd floor galleries and informed eligible individuals and groups of the film start time, location, and the need for visitor feedback. Visitors were given the film title, its approximate length (9 minutes), and when content of the film was requested, were told it was about Earth's resources. Evaluation staff made an effort to be vague and not present the visitor with too much information as to inform them of film-content messages. Upon entry to the theater, the first eligible visitor of the group was handed a clipboard with survey and pencil and asked to complete the survey at the end of the film. At the end of the showing, visitors completed their survey and handed it to evaluation staff on their way out of the theater where they received an SMM bookmark as a "thank you" for their participation.

Eligible participants were visitors aged 14 and up who watched the film. The 78 survey participants included 45 females and 28 males (and 5 who did not complete demographic information) between the ages of 15 and 68. A total of 82 surveys had been collected, however, four surveys were from ineligible visitors (i.e. children under the age of 14) and not included in the final results. The largest group (31%) of visitors fell between 30-39 years of age, followed by 40-49 (22%), 21-29 (19%), 50-59 (10%), 18-20 (8%), 60-69 (7%), and 14-17 (4%). Visitors were 86% white, 7% African American, 7% Hispanic, 6% Asian, 3% Native American and 1% Other ethnicity.

Results

Film Messaging

The film *2 Billion More Coming for Dinner* had several messages creators wanted to articulate to its audience. These messages include:

- Producing enough food for the current global population of 7 billion is a huge challenge.
- Most of the land on Earth suitable for agriculture already is in use.

- Growing food for 9 billion people is possible but will require a range of solutions, including less meat consumption.

Evaluation efforts were aimed at assessing how effective the film was at conveying one or more of the messages, and how visitors felt about the film in general.

Visitor Reflection

In order to assess effective delivery of the film messages, visitors were asked to respond to the question, “What do you think the museum was trying to show with this film?” Using a bottom up approach, by reading each response then creating a series of themes under which to categorize those responses, eight themes emerged and are summarized in Table 1. Full visitor responses by theme follow below. Note: multiple responses were possible, and responses coded under more than one theme are not separated, and instead appear in their entirety under each theme.

Over half (51%) of visitor responses included the theme of agriculture, food production and land use in their responses (see Table 1). Just over a third (35%) included responses about population growth or overpopulation, and almost one fifth (18%) of visitor responses thought the film, at least in part, was a call to eat less meat. And as many visitor responses (16%) noted film content around using technology and innovation, as did responses themed around food shortages and hunger (16%). Additional themes identified in visitor responses included conservation and sustainability of Earth’s resources (10%) and global thinking in approaching food production (8%).

Table 1: What visitors think the museum is trying to show with film (n=74)

Response theme	Percent*
Crop/food production/Land use	51%
Population growth/Over population	35%
Eat less meat	18%
Technology/Innovation	16%
Food shortages/Hunger	16%
Conservation/Sustainability	10%
Global thinking	8%
Other	5%

*More than one response is possible, therefore percentage totals more than 100.

Visitor responses

Please note: visitor responses were listed under each theme for which they were coded; therefore a response may appear in its entirety in multiple themes. For a full list of responses, please see the Appendix.

51% (38) Learn about Crop and food production/Land use

- Feeding the world and being smart about how.
- There are new technologies coming out to help provide more crops in the future to get better yields.
- Using our Earth productively to be able to provide everyone the basic needs in the future, and we need to eat less meat.

35% (26) Population growth/Over population

- Create awareness of land vs. population and the possible risks associated with population growth (food wise).
- How could we sustain growing population.
- We need to think about ways to feed 9 billion people.

18% (13) Lower Meat consumption

- Crisis of world population growth and over dependence on meat products and the impact on the world.
- Eat less meat. (3)
- We need a new green revolution and change food consumption.

16% (12) Need for Technology/Innovative thinking

- Alternatives. (2)
- Feeding the world and being smart about how.
- Food production and agriculture past, present and future. How to become more efficient with cropland.

16% (12) Future Food shortage/Hunger

- Population is increasing. To produce enough food for everyone will be a challenge.
- That it will be a shortage of food.
- There may be issues of food shortages soon. That we need to be worried about the land and food we grow.

10% (7) Need for Conservation/to act Sustainably

- Conservation - using resources more wisely. Explains the delicate balance of our world's ecosystem.
- The fact that we need to think about the future, modify behaviors that are not sustainable.
- We need to be more conscious about consumption rates due to population increase.

8% (7) Requires Global thinking

- Food awareness. How to make our planet better.
- Limited global resources. We need to think on a global scale.
- The way overpopulation is affecting people and the planet.

5% (4) Other

- I think it would be a great film that would raise awareness for future farmers to think not only for present, but also for future.
- Increase awareness.
- Not totally sure, assume that we should eat less meat, of course. That the older generation will have to die off to solve the issue? That we should focus on population control? Not mentioned, but I think it is very important.
- What the world will be like in the future.

Visitor Enjoyment & Recommendation Rankings

Visitors were asked to rate their enjoyment of the film using a four-point scale. The majority of visitors (52%) rated the film as O.K. (see Table 2). More than one third (36%) of visitors said they liked the film. A small group, fewer than one tenth (8%), marked that they loved the film. An even smaller group (4%) reported that they did not like the film.

In contrast, when asked whether they would recommend the film to others, more visitors expressed positive feelings about having others see it. Almost three quarters of visitors reported that they would recommend the film highly (30%) or recommend it with a few reservations (42%). A notable number of visitors, just under one tenth (9%) would not recommend the film to others.

Table 2: Visitor Enjoyment and Recommendation Rankings (n=77)

Overall, did you like or dislike this film?	Percent	Would you recommend this film to others?	Percent
I loved it.	8%	I recommend it highly.	30%
I liked it.	36%	I recommend it with a few reservations.	42%
It was O.K.	52%	I recommend it with many reservations.	20%
I did not like it.	4%	I would not recommend this film.	9%

Visitor Feedback

Visitors were asked, “What about the film, if anything, did you like?” and “What about the film, if anything, did you dislike?” A total of 72 visitors left comments on what they liked about the film, and 54 visitors left comments on what they disliked about the film.

What visitors liked about the film

Nearly all (92%) visitors responded with something they liked about the film. Asked what one liked about the film, nearly half (42%) of visitors enjoyed the varied and types of information presented (see Table 3). One quarter (25%) of visitors simply liked the uniqueness of the globe screen, while another quarter (24%) reflected on the effective graphical presentation of facts and figures on the screen. A fair number (14%) of visitors liked that the film was not pushy or that it maintained a positive feel. And a tenth of visitors liked that the topic was relevant (11%) and that the film was easy to follow (10%). Visitor responses appear in their entirety below the table and under one or more theme to which they correspond.

Table 3: What visitors liked about the film (n=72)

	Percent*
Information presented	42%
Globe screen	25%
Graphical presentation	24%
Positive/Not pushy	14%
Relevant/Timely/Thought provoking	11%
Easy to follow/Accessible	10%
Other	6%

*More than one response is possible, therefore percentage totals more than 100.

42% (30) Information Presented

- Research and info supplied.
- Showing animal food consumption and making us aware of it.
- Yes, the idea of using GPS to track the fields and crops.

25% (18) Globe Screen

- Cool screen, facts and figures.
- I liked the global qualities, which make the world seem small.
- Important message about global resource. Good for young audience. Round screen is good for showing the earth.

24% (17) Graphical Presentations

- Color-coding of the Earth.
- Creative presentation. Global maps.
- Had neat visuals with land usage maps. Neatly displayed in the globe.

14% (10) Positive/Not pushy

- I like that it was not just how we are changing the planet, but that we can change our ways of doing the same things we are doing right now.
- I liked that the vegetarian wasn't a crazy PETA girl.
- Told a story in a friendly way. Ending was playful.

11% (8) Relevant/Timely/Thought Provoking

- A good message that is realistic and not otherwise spoken about frequently. (It's getting the message out.)
- Addressed current issue facing the planet
- Good, important info. The stats like 30 lbs. feed equals 1 lb. beef are especially helpful.

10% (7) Easy to follow/Accessible

- Easy conversation to follow.
- Liked visualization of crops grown, food consumption across the world. Relatively short. Frames issue well.
- Very easy to understand and follow.

6% (4) Other

- Fertilizer? Right kind?
- It had cows.
- Ok.
- The way the younger generation handled it.

What visitors disliked about the film

Just over two thirds (69%) of visitors responded with things they did not like about the film. Many, a little under half (43%), found the presentation “cheesy” with many comments directed at the acting (see Table 4). About a fifth (19%) thought the film was boring or slow or even confusing. Another fifth (19%) expressed some discontent over the space including the screen, the sound and the lighting. Under a tenth (9%) of visitors characterized the film as preachy or lecture like. Additional negative aspects visitors identified included the film being too advanced

for children (9%), the topic of the film being over-simplified (7%), the film being anti-meat (6%), and generally biased (6%). Complete visitor responses follow the table below.

Table 4: What visitors disliked about the film (n=54)

	Percent*
Poor acting/“cheesy” story	43%
Slow/boring/confusing	19%
Space (Screen, sound or lighting)	19%
Preachy/Lecture like	9%
Over the heads of younger children	9%
Over simplified the issue	7%
Anti Meat	6%
Biased	6%
Other	7%

*More than one response is possible, therefore percentage totals more than 100.

43% (23) Poor acting/cheesy

- Acting was not that great, I think you will be able to do more voiceover and other imagery (same dialogue, just voiceover).
- The jokes were too much.
- This video was very cheesy. And not very interesting. I didn't like how the background looked so fake.

19% (10) Slow/boring/confusing

- A little boring.
- Boring. Didn't hold my interest. Actress was annoying.
- Flat, not enthusiastic.

19% (10) Space/Screen

- Aesthetically confusing (i.e. way too much green).
- Arguing. The globe screen is weird.
- It was hard to hear.

9% (5) Preachy/Lecture like

- Didn't like the tree hugger comment - film was a bit patronizing, too corny and full of cliché, overly simplified the problem.
- I am an environmentalist who worries about world hunger, and I think it was "preachy." In real life, this would not be a laughing discussion; it just seemed really fake.

9% (5) Over my child's head

- Hard for young kids-mine is 4- lots of talking. Leaves out problems of food distribution - we already produce enough food.
- My daughter didn't understand everything that was said about the crops. She thought the conversations of the dad and daughter were funny. She is eight.

7% (4) *Over simplified*

- A little oversimplified.
- The seriousness of the problem wasn't really emphasized. The term "crazy tree hugger" sent a mixed signal.

6% (3) *Anti-Meat*

- Slightly slanted message against meat eaters.
- The fact that this encourages people to become vegetarian. I work on a ranch, and I make a living off of growing cattle. Also, the characters were rather annoying and reduces the experience.
- What felt like an anti-meat propaganda.

6% (3) *Biased*

- Brief - didn't show multiple sides, a bit swayed/biased.
- The content.
- The whole concept. Too Lefty.

7% (4) *Other*

- Add information on ancient grains. Plug for more scientists, etc.
- After talking about meat consumption, showed a donkey?
- Minnesota friendly, pretty gender normative...
- Pushing the use of fertilizer.

Recommendations

Two Billion More Coming to Dinner was successful in conveying the intended main messages that continuing to produce enough food for the global population will be a major challenge in the future and that most of the arable land is already in use. Although the film was successful in conveying the main messages, it was less enjoyable than other films produced by the Science Museum of Minnesota. A plurality of visitors found the acting cheesy and some thought the story moved too slowly. In light of these comments, we recommend the museum test short clips of the actors before proceeding with filming the entire program. As some visitors commented on the slow pace of the film, a shorter, tighter film is advised. The Science Museum of Minnesota tackled a sensitive topic, eating less meat, with a good mix of seriousness and levity. The museum's approach to emotionally difficult topics like food consumption, and climate change are effective at communicating these topics.

References

Phipps, M., & King, Z. (2011). *Science on a Sphere: Land Use Film Storyboarding Evaluation*. Unpublished report, Saint Paul, MN: Science Museum of Minnesota.

Appendix

Film's Main Messages

51% (38) Learn about Crop and food production/Land use

- Concerns for future world hunger. Ways to address future issues regarding food issues we will be facing.
- Current crop situation with increase in world population.
- Feeding the world and being smart about how.
- Food awareness. How to make our planet better.
- Food production and agriculture past, present and future. How to become more efficient with cropland.
- Future needs for food on this planet.
- Future needs of increased population with limited food supply.
- Growing population vs. amount of land for crops and farming land!
- Highlight awareness regarding food/crop needs of the growing world.
- How many more people will be in the future and how to feed them and the problems we might have.
- How resources are used.
- How to grow crops responsibly.
- How we need to prepare for a large population and food needs.
- Importance of crops, maybe.
- Informative about utilizing resources.
- Intentionality, re: food production for future. Eat less meat.
- Land concerns, looking into alternative farming.
- Overpopulation issues with food production and environmental modification.
- Perspective on future population and food.
- Piece of population growth problem, food production.
- Potential effects of population growth on food system. Global implications and solutions to population growth.
- Sustainable farming will help feed 9 billion people.
- That changes need to be made in the way we grow our food and how we eat.
- The challenges of future farming and solutions to do it better.
- The difficulties facing world food production as the population increases.
- The film was trying to tell and show us that we need to think about how and where we get our food.
- The importance of food and resource distribution throughout the world.
- The world needs to change its farming/eating habits to accommodate increasing populations.
- There are new technologies coming out to help provide more crops in the future to get better yields.
- There may be issues of food shortages soon. That we need to be worried about the land and food we grow.
- They were trying to raise awareness for efficient use of land for future generations.
- To explain and learn about agriculture and the things we need to begin to do to keep up with the growing population.
- To find different ways to grow more crops and find different ways to save the planet also.
- To increase awareness of agriculture.
- To show that there will be a need to produce more food for people and different ways they are trying to do that.

- Using our Earth productively to be able to provide everyone the basic needs in the future, and we need to eat less meat.
- We need to think about ways to feed 9 billion people.
- With population growth we need to plan for the future use of crops.

35% (26) Population growth/Over population

- Create awareness of land vs. population and the possible risks associated with population growth (food wise).
- Crisis of world population growth and over dependence on meat products and the impact on the world.
- Current crop situation with increase in world population.
- Future needs of increased population with limited food supply.
- Growing population vs. amount of land for crops and farming land!
- Highlight awareness regarding food/crop needs of the growing world.
- How could we sustain growing population.
- How important new ideas are for the future - pop. growing and new techniques are needed.
- How many more people will be in the future and how to feed them and the problems we might have.
- How we need to prepare for a large population and food needs.
- I think the museum was trying to show us how reducing our meat intake and food can help with the larger population less meat problem.
- Not totally sure, assume that we should eat less meat, of course. That the older generation will have to die off to solve the issue? That we should focus on population control? Not mentioned, but I think it is very important.
- Overpopulation challenges and possible solutions.
- Overpopulation issues with food production and environmental modification.
- Perspective on future population and food.
- Piece of population growth problem, food production.
- Population is increasing. To produce enough food for everyone will be a challenge.
- Potential effects of population growth on food system. Global implications and solutions to population growth.
- Sustainable farming will help feed 9 billion people.
- The difficulties facing world food production as the population increases.
- The way overpopulation is affecting people and the planet.
- The world needs to change its farming/eating habits to accommodate increasing populations.
- To explain and learn about agriculture and the things we need to begin to do to keep up with the growing population.
- We need to be more conscious about consumption rates due to population increase.
- We need to think about ways to feed 9 billion people.
- With population growth we need to plan for the future use of crops.

18% (13) Lower Meat consumption

- Crisis of world population growth and over dependence on meat products and the impact on the world.
- Eat less meat. (3)
- Getting ready for next exhibit? Eat less meat and more veggies.
- Global food crisis looming. We should cut back on meat consumption.
- I think the museum was trying to show us how reducing our meat intake and food can help with the larger population less meat problem.
- Intentionality, re: food production for future. Eat less meat.

- Not totally sure, assume that we should eat less meat, of course. That the older generation will have to die off to solve the issue? That we should focus on population control? Not mentioned, but I think it is very important.
- That changes need to be made in the way we grow our food and how we eat.
- That we need to be tree huggers and vegetarians.
- Using our Earth productively to be able to provide everyone the basic needs in the future, and we need to eat less meat.
- We need a new green revolution and change food consumption.

16% (12) Need for Technology/Innovative thinking

- Alternatives. (2)
- Feeding the world and being smart about how.
- Food production and agriculture past, present and future. How to become more efficient with cropland.
- How important new ideas are for the future - pop. growing and new techniques are needed.
- Overpopulation issues with food production and environmental modification.
- That although technology will likely improve, and farming other places will get better, there are things we can't and should do now to help feed the world.
- The challenges of future farming and solutions to do it better.
- The importance of planning ahead considering all of the long-term consequences of our actions.
- The use of technology??
- There are new technologies coming out to help provide more crops in the future to get better yields.
- To show that there will be a need to produce more food for people and different ways they are trying to do that.

16% (12) Future Food shortage/Hunger

- Concerns for future world hunger. Ways to address future issues regarding food issues we will be facing.
- Create awareness of land vs. population and the possible risks associated with population growth (food wise).
- Food scarcity.
- Global food crisis looming. We should cut back on meat consumption.
- How we need to prepare for a large population and food needs.
- Limited global resources. We need to think on a global scale.
- Make aware of future food shortage.
- Need to conserve or will run out of food.
- Population is increasing. To produce enough food for everyone will be a challenge.
- Shortage of food.
- That it will be a shortage of food.
- There may be issues of food shortages soon. That we need to be worried about the land and food we grow.

10% (7) Need for Conservation/to act Sustainably

- Conservation - using resources more wisely. Explains the delicate balance of our world's ecosystem.
- Conservation of resources.
- Conserving food.
- Need to conserve or will run out of food.
- The fact that we need to think about the future, modify behaviors that are not sustainable.
- We need a new green revolution and change food consumption.

- We need to be more conscious about consumption rates due to population increase.

8% (7) Requires Global thinking

- Crisis of world population growth and over dependence on meat products and the impact on the world.
- Food awareness. How to make our planet better.
- Limited global resources. We need to think on a global scale.
- The importance of food and resource distribution throughout the world.
- The way overpopulation is affecting people and the planet.
- To show us how we can be more aware of how our eating habits affect the world.

5% (4) Other

- I think it would be a great film that would raise awareness for future farmers to think not only for present, but also for future.
- Increase awareness.
- Not totally sure, assume that we should eat less meat, of course. That the older generation will have to die off to solve the issue? That we should focus on population control? Not mentioned, but I think it is very important.
- What the world will be like in the future.

What Visitors Liked About the Film

42% (30) Information Presented

- Cool screen, facts and figures.
- Educational, thought provoking.
- Facts were enlightening. Globe screen was neat.
- Facts.
- Format and style. Informative.
- Gave a lot of facts and information.
- Good, important info. The stats like 30 lbs. feed equals 1 lb. beef are especially helpful.
- History.
- I like how the film is showing people what it's like to be a farmer.
- I like the globe. The film was very informative on how we need to preserve cropland.
- I like the information that was received.
- I liked how it contained lots of statistic facts, like when it showed where the crops raised around the world were going to animals or humans.
- Informative about what needs to happen for the future. Showed good ideas for future crops.
- Informative on food production and beef feeding.
- Informative.
- Informative/factual (historical), informative maps.
- Interesting statistics. The screen.
- It was interesting.
- Learning/projection.
- Liked how movie was displayed. Informative.
- Lots of giggling - (fun is good). Liked the farm-farms are fun. Very educational.
- Not too political. Facts, not opinions. A light presentation on a meaty subject.
- Research and info supplied.
- Showing animal food consumption and making us aware of it.
- The information. The cool globe.

- The screen it was on. The history/knowledge it provided.
- Very informative.
- What we can do to maintain the ground healthy and productive.
- Yay, Norman Borlaug!! Love that it tells everyone about him.
- Yes, the idea of using GPS to track the fields and crops.

25% (18) Globe Screen

- Cool screen, facts and figures.
- Cool screen.
- Facts were enlightening. Globe screen was neat.
- Format and style. Informative.
- I like the globe. The film was very informative on how we need to preserve cropland.
- I liked the global qualities, which make the world seem small.
- Important message about global resource. Good for young audience. Round screen is good for showing the earth.
- Interesting statistics. The screen.
- Learning/projection.
- Liked how movie was displayed. Informative.
- Screen was cool.
- The globe and lighting of it.
- The globe was really cool.
- The information. The cool globe.
- The round screen was cool.
- The screen it was on. The history/knowledge it provided.
- The sphere.
- The spinning world movie. The subject!

24% (17) Graphical Presentations

- Color-coding of the Earth.
- Creative presentation. Global maps.
- Green background.
- Had neat visuals with land usage maps. Neatly displayed in the globe.
- I appreciated the graphical presentation of statistics, which made it more relevant.
- I like the fact that it wasn't too pushy save-the-world, let's become hippies and vegetarians. The world graphics were pretty good.
- I liked how it contained lots of statistic facts, like when it showed where the crops raised around the world were going to animals or humans.
- I liked the globe technology illustrating facts regarding the world.
- Informative/factual (historical), informative maps.
- Interesting to see varying crop locations around the world and for what use.
- Liked visualization of crops grown, food consumption across the world. Relatively short. Frames issue well.
- Maps about who grows what.
- The different colors on the food map.
- The globe and lighting of it.
- The graphic display of info worldwide.
- The satellite pictures showing what is grown on which continents.
- The whole world and different populations.

14% (10) Positive/Not pushy

- I like that it was not just how we are changing the planet, but that we can change our ways of doing the same things we are doing right now.
- I like the fact that it wasn't too pushy save-the-world, let's become hippies and vegetarians. The world graphics were pretty good.
- I liked how there were many options to grow more food and save the environment.
- I liked it because some parts of the film were funny.
- I liked that the vegetarian wasn't a crazy PETA girl.
- Informative about what needs to happen for the future. Showed good ideas for future crops.
- Kind of had a little humor to it.
- Lots of giggling - (fun is good). Liked the farm-farms are fun. Very educational.
- Not too political. Facts, not opinions. A light presentation on a meaty subject.
- Told a story in a friendly way. Ending was playful.

11% (8) Relevant/Timely/Thought Provoking

- A good message that is realistic and not otherwise spoken about frequently. (It's getting the message out.)
- Addressed current issue facing the planet
- Educational, thought provoking.
- Good, important info. The stats like 30 lbs. feed equals 1 lb. beef are especially helpful.
- Important message about global resource. Good for young audience. Round screen is good for showing the earth.
- It's forward thinking.
- Make people think about what they consume.
- The spinning world movie. The subject!

10% (7) Easy to follow/Accessible

- Easy conversation to follow.
- I liked that it was simple and engaging and short enough for all our kids to understand.
- Important message about global resource. Good for young audience. Round screen is good for showing the earth.
- Liked visualization of crops grown, food consumption across the world. Relatively short. Frames issue well.
- Presented in creative and accessible way. Acknowledges the doubts and stereotypes held by some people.
- The humor was fun and the facts were easy to understand as presented.
- Very easy to understand and follow.

6% (4) Other

- Fertilizer? Right kind?
- It had cows.
- Ok.
- The way the younger generation handled it.

What Visitors Didn't Like About the Film

43% (23) Poor acting/cheesy

- A bit cheesy, could have gotta going a little quicker.
- A little goofy, but overall effective.

- Acting was not that great, I think you will be able to do more voiceover and other imagery (same dialogue, just voiceover).
- Acting.
- Actress.
- Arguing. The globe screen is weird.
- Bad acting.
- Boring. Didn't hold my interest. Actress was annoying.
- Female acting. Ha ha. Bad punch lines.
- I am an environmentalist who worries about world hunger, and I think it was "preachy." In real life, this would not be a laughing discussion; it just seemed really fake.
- I didn't like gal's voice, nothing else.
- I'd rather have straight facts rather than cheesy acting. Little too preachy on vegetarianism.
- It was cheesy which made me lose interest.
- It was kind of cheesy. The people didn't look grounded in the film.
- Kind of cheesy.
- Maybe less goofy.
- Really over-acted, cheesy.
- The banter, and the woman's acting.
- The dialogue was cheesy between the characters, could focus on facts more.
- The fact that this encourages people to become vegetarian. I work on a ranch, and I make a living off of growing cattle. Also, the characters were rather annoying and reduces the experience.
- The fake sounding voices of the actors sounds like they are reading off a script. The seating area lights help to be able to write, but are too bright on the eyes when watching film.
- The jokes were too much.
- This video was very cheesy. And not very interesting. I didn't like how the background looked so fake.

19% (10) Slow/boring/confusing

- A bit cheesy, could have gotta going a little quicker.
- A little boring.
- Boring. Didn't hold my interest. Actress was annoying.
- Could be more exciting.
- Flat, not enthusiastic.
- Needs more animation to keep daughter interested. Maybe could show what an individual could do to assist with potential food production.
- Needs to be more dramatic. The theater scenery should change.
- Not interesting.
- Very bland and a little confusing.
- Wish it was a little bit more easier to follow.

19% (10) Space/Screen

- Aesthetically confusing (i.e. way too much green).
- Arguing. The globe screen is weird.
- It was hard to hear.
- It was kind of cheesy. The people didn't look grounded in the film.
- Needs to be more dramatic. The theater scenery should change.
- Projection on globe was strange. They would be talking about S. America, but you couldn't see S. A. Or you could see two sets of the image.
- Some parts of the film you couldn't understand because you couldn't see it.

- Some seats don't have the best view and missed parts of the maps.
- The fake sounding voices of the actors sounds like they are reading off a script. The seating area lights help to be able to write, but are too bright on the eyes when watching film.
- This video was very cheesy. And not very interesting. I didn't like how the background looked so fake.

9% (5) Preachy/Lecture like

- Didn't like the tree hugger comment - film was a bit patronizing, too corny and full of cliché, overly simplified the problem.
- I am an environmentalist who worries about world hunger, and I think it was "preachy." In real life, this would not be a laughing discussion; it just seemed really fake.
- I'd rather have straight facts rather than cheesy acting. Little too preachy on vegetarianism.
- No one wants to hear about limits to consumption; food is emotionally connected to people.
- Too advanced for 5-years olds. Too conversational. Somewhat preachy.

9% (5) Over my child's head

- Boring for kids.
- Hard for young kids-mine is 4- lots of talking. Leaves out problems of food distribution - we already produce enough food.
- My daughter didn't understand everything that was said about the crops. She thought the conversations of the dad and daughter were funny. She is eight.
- Really not for young children, 10 years and up.
- Too advanced for 5-years olds. Too conversational. Somewhat preachy.

7% (4) Over simplified

- A little oversimplified.
- Didn't like the tree hugger comment - film was a bit patronizing, too corny and full of cliché, overly simplified the problem.
- Hard for young kids-mine is 4- lots of talking. Leaves out problems of food distribution - we already produce enough food.
- The seriousness of the problem wasn't really emphasized. The term "crazy tree hugger" sent a mixed signal.

6% (3) Anti-Meat

- Slightly slanted message against meat eaters.
- The fact that this encourages people to become vegetarian. I work on a ranch, and I make a living off of growing cattle. Also, the characters were rather annoying and reduces the experience.
- What felt like an anti-meat propaganda.

6% (3) Biased

- Brief - didn't show multiple sides, a bit swayed/biased.
- The content.
- The whole concept. Too Lefty.

7% (4) Other

- Add information on ancient grains. Plug for more scientists, etc.
- After talking about meat consumption, showed a donkey?
- Minnesota friendly, pretty gender normative...
- Pushing the use of fertilizer.

