SCIENCE NOTEBOOK

Does color affect how we think things will taste?

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ABSTRACT

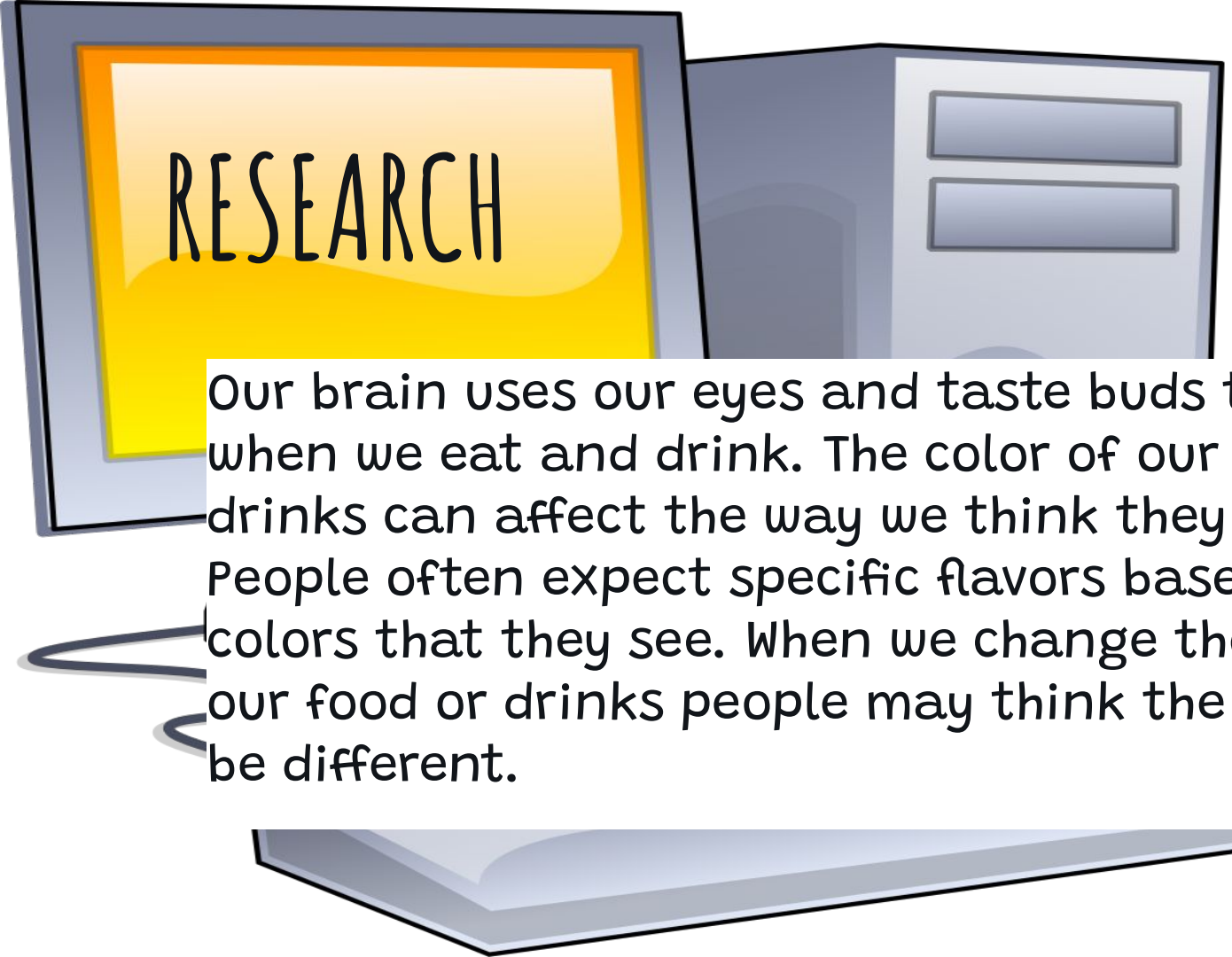
The purpose of doing my science project is to figure out if color changes the way you taste things. My hypothesis was that red would be chosen most because there are so many good foods that are red, like strawberries, cherries and watermelon. I colored soda and bought gummy candies that were colored, red, yellow, green and blue.

I tested my classmates to see what color they would choose and what flavor they thought the soda might be. We also tested gummies and asked my classmates what flavor they thought it might be and then the flavor they actually tasted.

Most of the people wanted to try blue soda and gummies and thought it was going to be blue raspberry. Most people thought the blue would be blue raspberry but it was just lemon lime flavored soda and the gummies were blue raspberry. I think that this shows that color does influence what you think you are going to taste.

QUESTION:

Does color influence a person's taste when it comes to food?



Our brain uses our eyes and taste buds together when we eat and drink. The color of our food and drinks can affect the way we think they will taste. People often expect specific flavors based off the colors that they see. When we change the color of our food or drinks people may think the flavors will be different.

HYPOTHESIS:

I think the color red will most often be chosen by my classmates because many red foods are delicious (such as cherries, strawberries, or red apples).

MATERIALS

Sprite
Gummy Candy
Food coloring
Cups
Spoons
Recording Sheet

PROCEDURES:

Soda Test:

> Add 20 drops of food coloring to 4 bottles of Lemon-Lime Soda to make a container of each; red, yellow, blue and green.

> Students choose one color of soda to taste and predict what flavor it will taste like.

> Students complete a paper with their prediction and what they actually tasted.

> We took the papers and graphed them and then made a pie chart.

PROCEDURES:

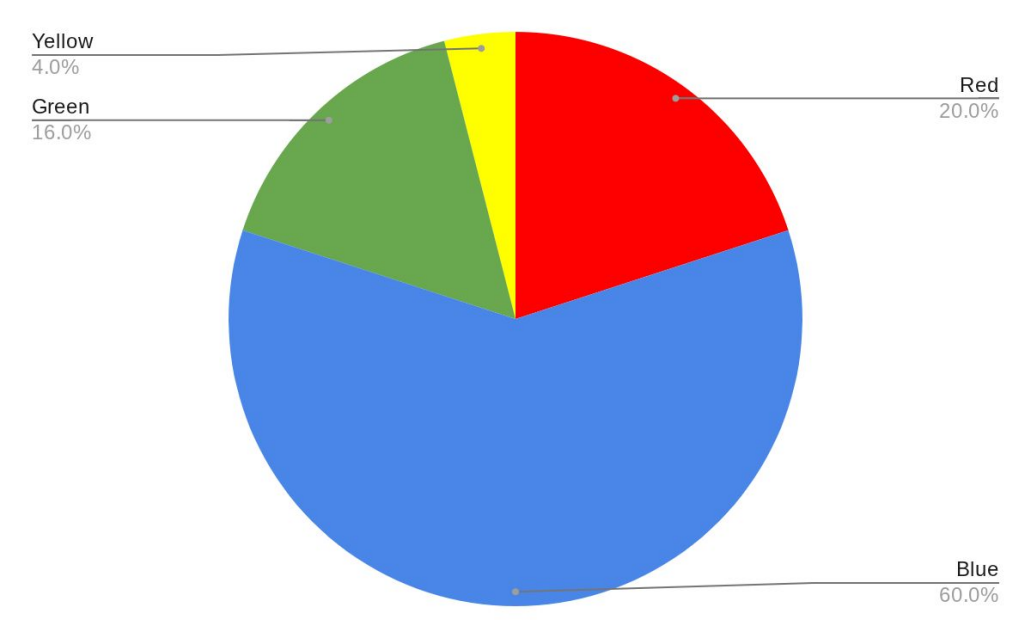
Gummy Candy Test:

> we separated the gummy candy into different groups by color

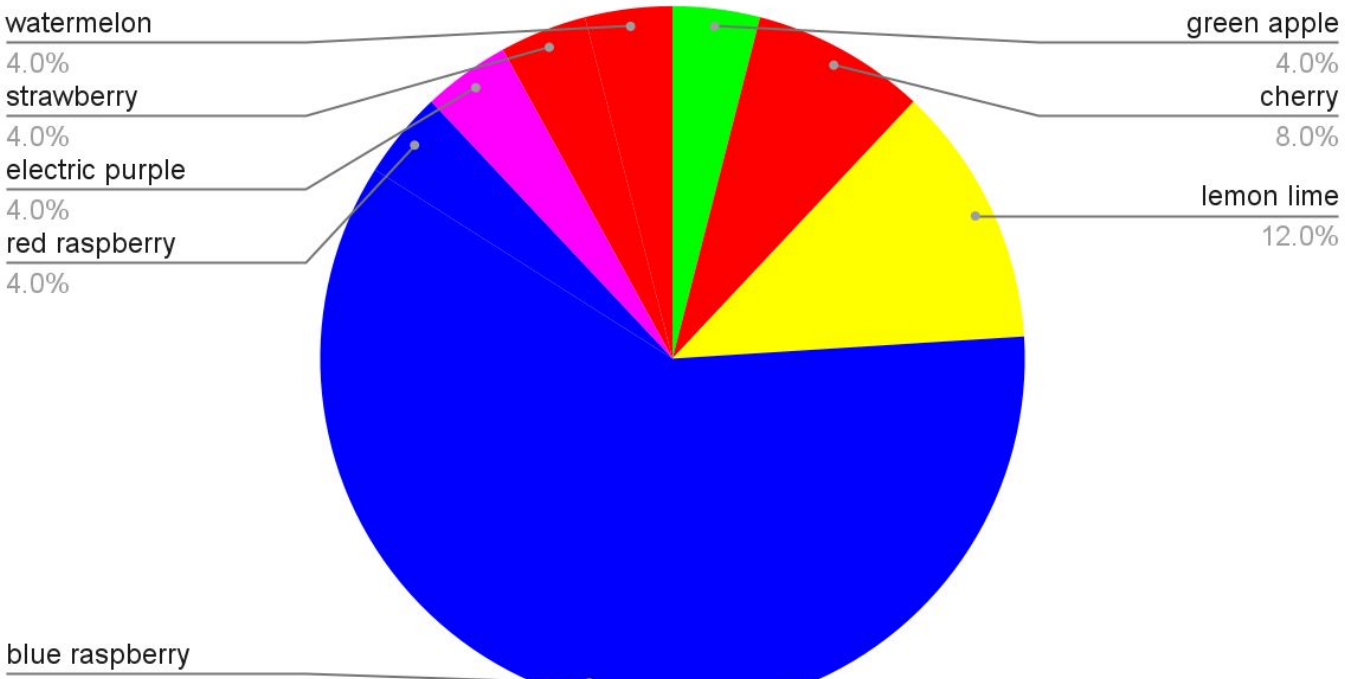
>my classmates each chose a gummy to taste and predicted what it would taste like.

> my classmates filled out a paper and they what color they choose,what flavor they thought it would taste like,and what flavor they tasted.

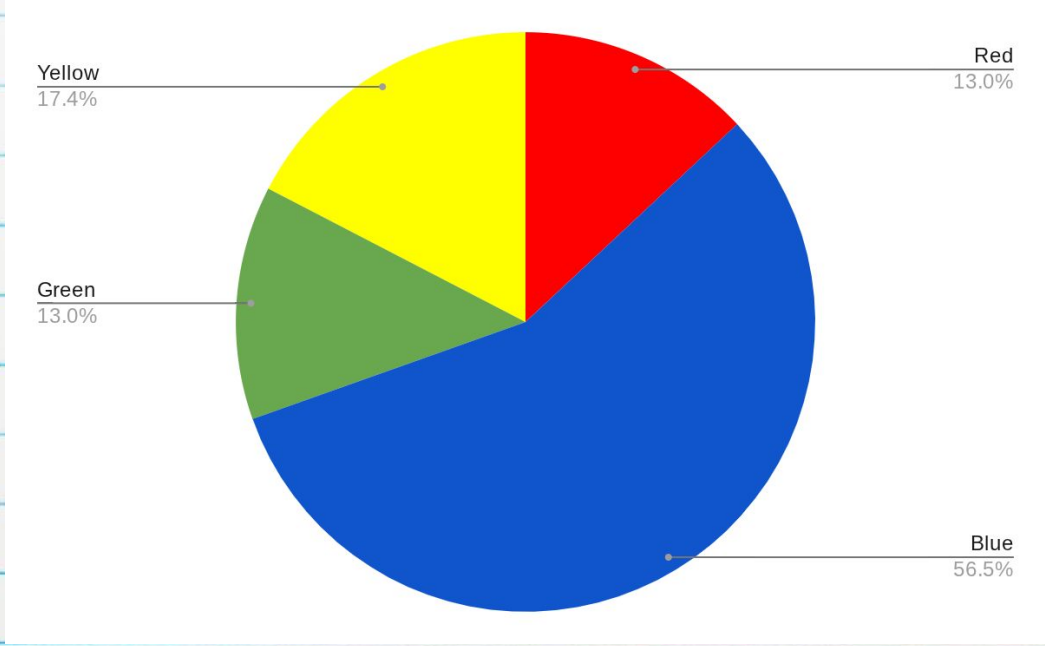
Data & Results: Soda Chosen



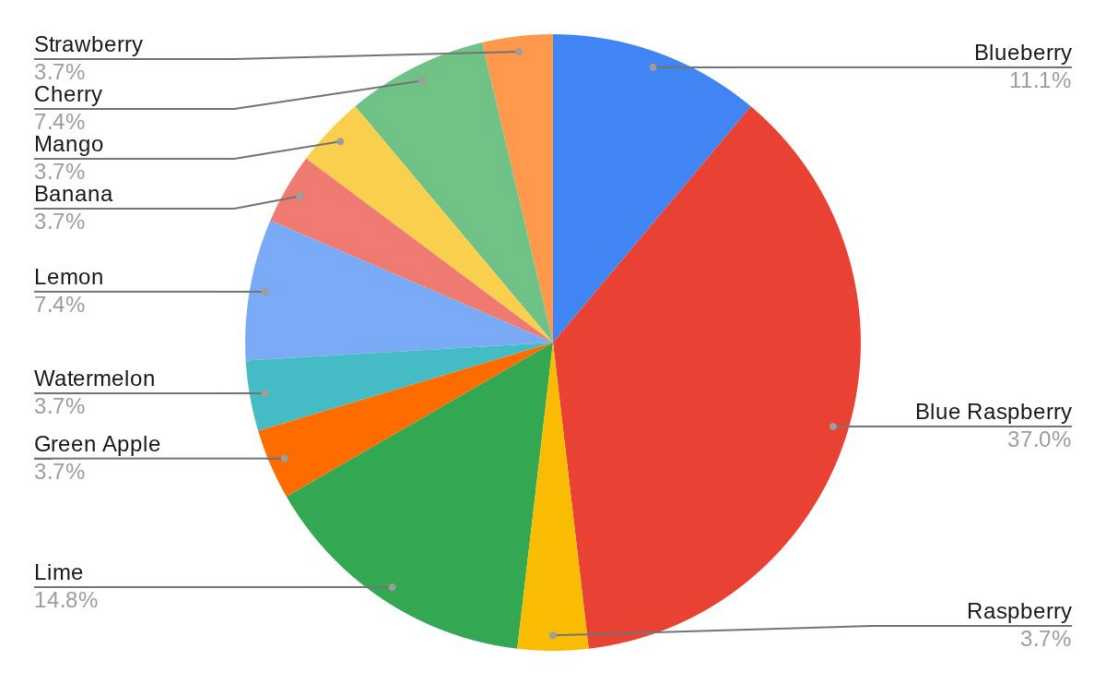
DATA & RESULTS: FLAVOR PREDICTION



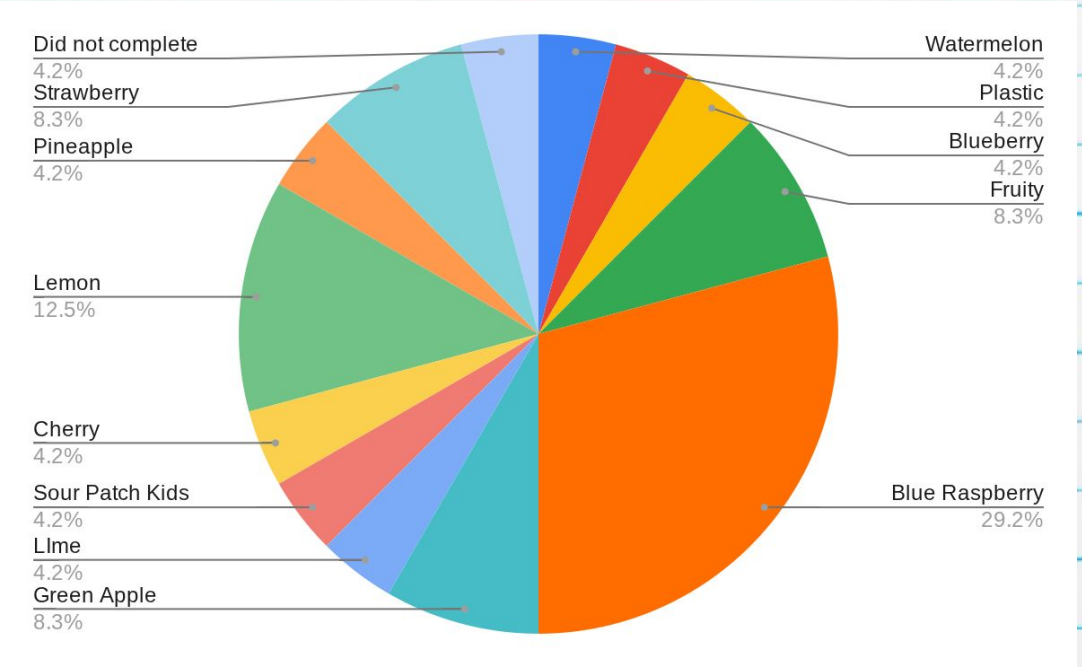
DATA & RESULTS: GUMMY CHOSEN



DATA & RESULTS: Flavor of Gummy expected

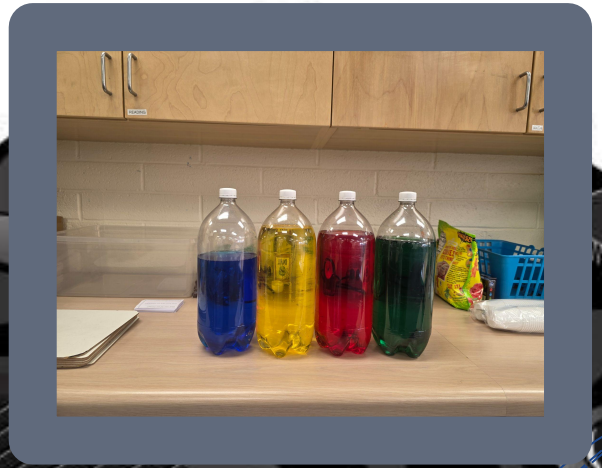


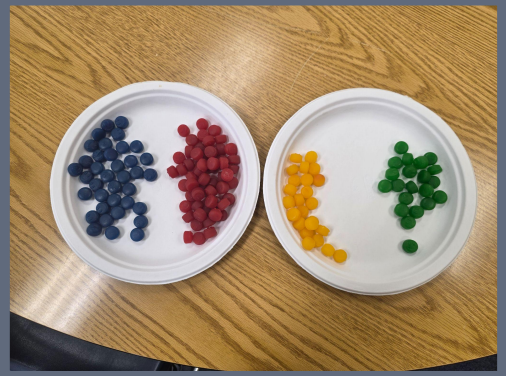
DATA & RESULTS: Flavor of Gummy Tasted



PICTURES

What color did you choose?
What flavor were you expecting?
What flavor did you taste?





CONCLUSION

My hypothesis was that people would choose red the most but most chose blue soda and gummies. The results do not support my hypothesis. Next time, i will test more foods to have more data and results.