

TRICKY TASTE BUDS

AIM:

Our aim is to find out whether the colour of a soft drink influences the way your brain thinks it tastes.

METHOD:

We called in people, one at a time, and showed them a random coloured drink. We told them that it was a coloured soft-drink and asked them what flavour they thought it was just by looking. After that, we told them to take a mouthful of the drink and tell us the first flavour that popped into their head. Lastly, we got them to tell us what flavour they thought it was after some consideration.

RESULTS:

Gender	Colour	Before	During	After
Boy	Yellow	Lemon	Lemon	Lemon
Boy	Blue	Berry	Sour raspberry	Raspberr y
Girl	Green	Lime	Lime	Lemon
Boy	Red	Cherry	Raspberr y	Raspberr y
Boy	Red	Lemon	Lemon	Lemon
Girl	Red	Raspberry	Rasberry	Sour berry
Girl	Yellow	Lemon	Lemon	Lemon
Girl	Green	Lemon	Lime	Lemon

Boy	Blue	Raspberry	Lemon	Lemon
Girl	Blue	Blueberry	Lemon	Lemon
Girl	Red	Raspberry	Lemon	Lemon
Boy	Red	Raspberry	Raspberr y	Raspberr y
Girl	Red	Strawberr y	Lemon	Strawber ry
Girl	Blue	Blue heaven	Lemon	Lemon
Boy	Purple	Grape	Raspberr y	Berry
Girl	Purple	Grape	Lemon	Lemon
Boy	Purple	Cranberry	Ribena	Ribena

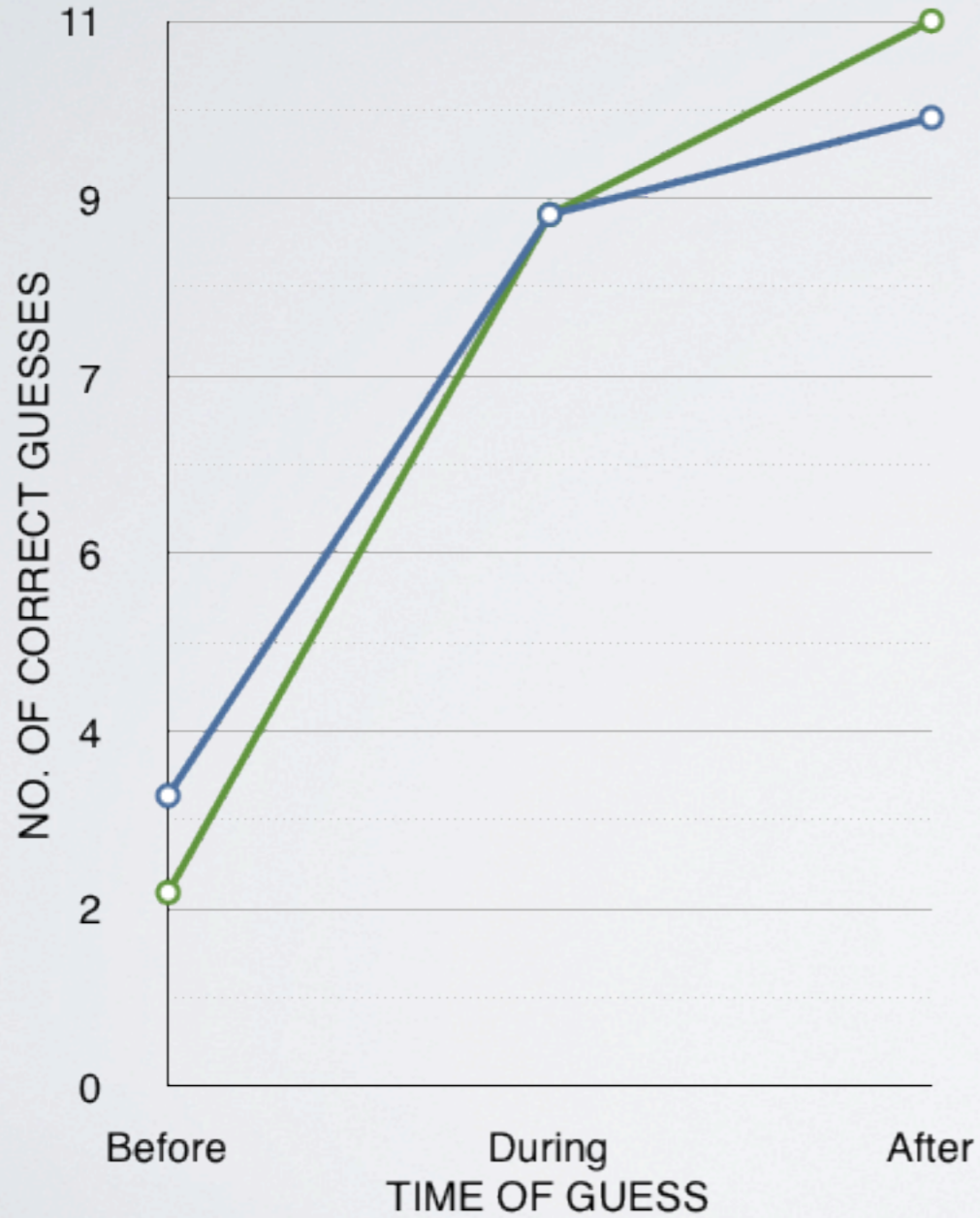
Girl	Purple	Cherry cola	Lemon	Lemon
Girl	Purple	Grape	Lemon	Lemon
Boy	Blue	Blue raspberry	Blue raspberry	Sour raspberry
Boy	Blue	Blue raspberry	Blue berry	Blue raspberry
Boy	Red	Raspberry	Lemon	Lemon
Boy	Green	Apple	Sprite	Lemon
Boy	Purple	Ribenna	Lemon	Lemon
Girl	Purple	Ribenna	Raspberr y	Berry

Boy	Red	Raspberry	Lemon	Lemon
Boy	Purple	Grape	Lemon	Lemon
Girl	Purple	Raspberry	Lemon	Lemon
Girl	Purple	Fanta	Lemon	lemon
Girl	Red	Raspberry	Raspberry	Raspberry
Boy	Purple	Grape	Lemon	Lemon
Girl	Red	Red fanta	Fanta	Fanta
Boy	Purple	Blueberry	Lemon	Lemon
Girl	Red	Raspberry	Raspberry	Lemon

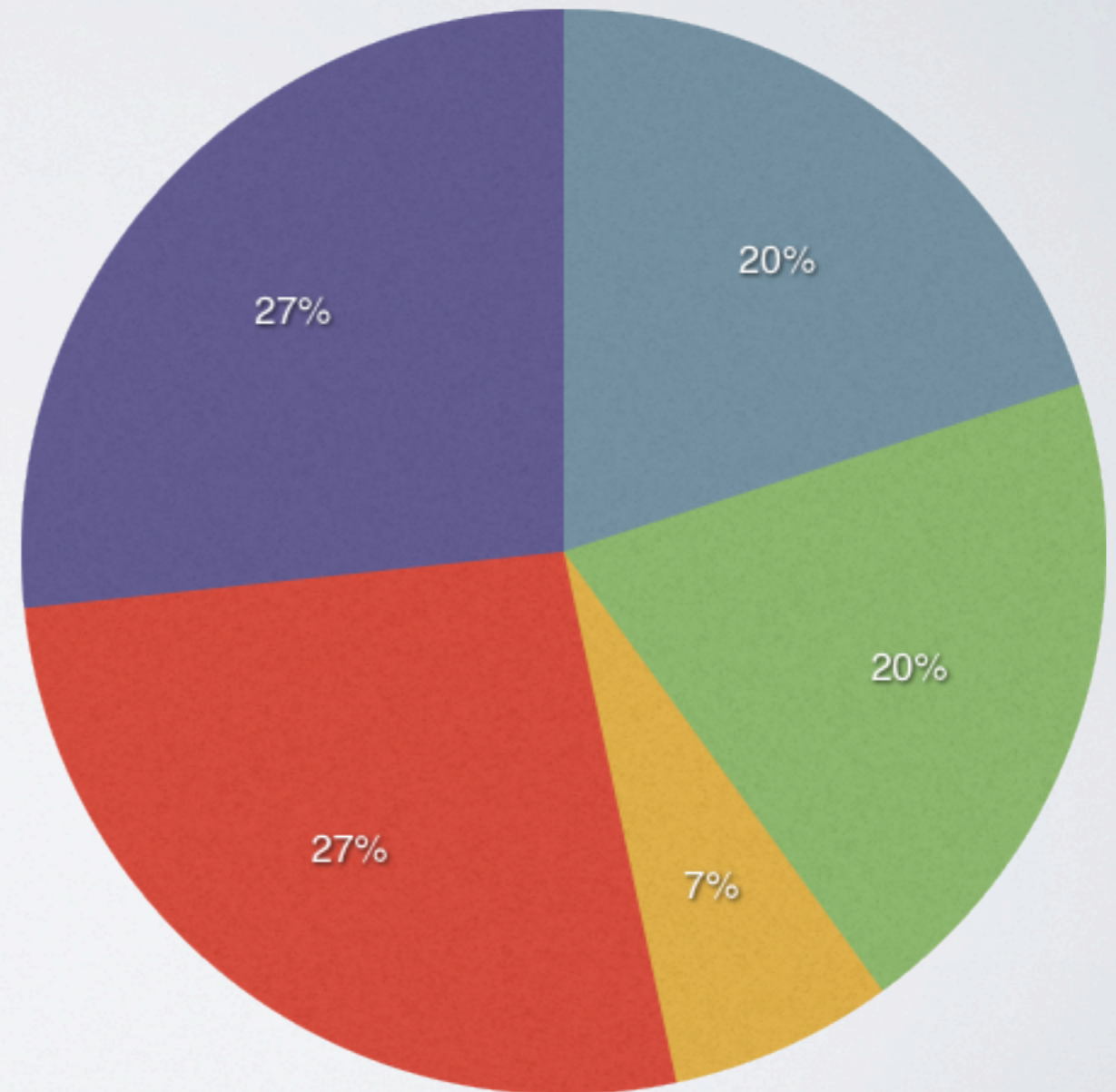
Note: the flavour for all was lemonade

GRAPHS

Boys Girls No. Of people guessing correct flavour



Blue Green Yellow Red Purple Percentage of incorrect guesses (per colour)



CONCLUSION

In conclusion, we found that about 55% of people who guessed were incorrect. We also found that the darker colours were more convincing. Purple and red were the most confusing. We think that some of your opinion on flavour is based on visual input.