

Question

You may have heard that froot loops are actually the same, and they are just a mixture of different fruits. They just look different and trick you into thinking they taste different. But is this true? Does the look of something really change the way your brain perceives the taste?

Experiment/Procedure

To answer our question, we decided to experiment with cookies. I looked up a recipe online for chocolate chip cookies online, and found one. First I looked through the recipe and listed any ingredients that kids could possibly be allergic to (Ex: eggs, dairy, gluten). Finally, I started baking the first batch of cookies. I followed the recipe exactly and put it in the oven. Now it was time to start the second batch. These cookies were the same, except for the added green food colouring to make it seem different. When the cookies were cooled off the next morning, I packed them and brought them to school. Next we set up a table and handed the cookies out, making sure each person signs a form before tasting. We tallied up all the results on which cookie was preferred and finished.

Hypothesis

Our hypothesis is that people WILL find a difference in taste. We think this because there are real life examples of people being tricked into thinking foods taste different when they are actually the same.

Research

Did you know that Froot loops actually all taste the same? Many people have held blind taste tests and they couldn't tell the difference. It's actually just the colouring that tricks your brain into thinking they're different. We can apply this information to other things and see that maybe other things (like our cookies) may be the same.

Variables

Manipulated variable: The only thing in our experiment that was changed was the food colouring added to the cookie recipe

Controlled variable: The parts of our experiment that were the same included the actual cookie recipe, and what we told the people trying our cookies.

Responding variable: The thing that changed as a result of the other variables was the response we got from the kids.

Observations

After our experiment, we recorded the following information. 18 people preferred the green cookies and 13 people preferred the regular cookies. Many people reported that the green batch tasted like mint, and it did look like that. The kids really did find a difference because they were very surprised when told they were the same.

Conclusion

Based on the information we have gathered, we can conclude that the look of something DOES change the taste/bias towards it. People actually did find a difference in taste and were actually surprised when told they were the cookies were the same. Our information shows that 18 people preferred the green cookies and 13 people preferred the regular.

Application

We can see that the look of something does change the way it tastes, so if you don't like the way something tastes, maybe it's just the way it looks. If you are baking and you want it to appeal to others, maybe try using big colours that pop! Most people really like fun colours, so to grab someone's attention, use this information.