

How Sight Affects Your Taste

The purpose of this experiment is to determine if sight has an effect on the taste preference. It is hypothesized that sight will affect the ability to taste.

Thirty volunteers that liked the taste of ketchup and were not colorblind were asked to taste three different colored ketchups made by the same company and have the same ingredients except added food colorings. Each taste tester was asked which sauce they liked the best, and if they could tell any difference in the taste of the ketchups. The blindfold was removed and the tester was asked which sauce they would least like to eat.

Most volunteer taste testers could not taste any difference between the sauces when they were blindfolded. Most volunteers chose the green colored ketchup as the one they liked best when blindfolded.

It was concluded that most people tested could not tell the difference between the sauces when blindfolded, but when the blindfold was removed, all tasters chose either the purple or green ketchup as the one they would least like to eat. The results support the conclusion that sight has an effect on taste preference. Due to our visual perception and recognition we have been raised to believe that ketchup should be red and that red ketchup will taste better than the other colors of ketchup.

Information from this study may be used by food companies when developing new products.

Works Cited:

“Dining on Data,” *Science Scope*. Vol. 17 No. 3, Arlington: National Science Teachers Association, November/December 1993, pp.26-29.

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