

CWSF 2006 - Saguenay, Québec



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A Question of Taste

Division: Life Sciences

Category: Junior

Region: Frontenac, Lennox & Addington

City: Kingston, ON

School:

Abstract: Our project studies how colour perception influences judgments of taste. Test subjects were asked to identify the flavors of differently coloured drinks and to assess the strength and sweetness of drinks with different colour intensities. Our results showed that, contrary to the existing literature, that there is little correlation between people's ability to judge a drink's flavour and their perceptions of its colour.