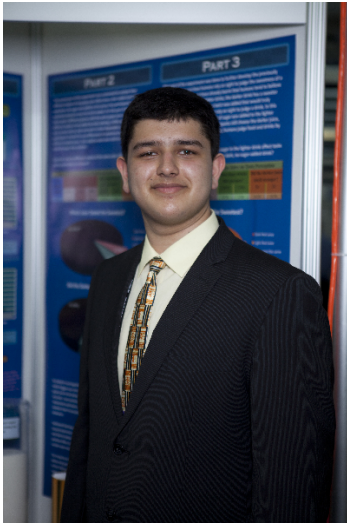


CWSF 2013 - Lethbridge, Alberta



Qasim Ali

Brighten the Taste

Challenge: Health

Category: Intermediate

Region: Edmonton

City: Edmonton, AB

School: Old Scona School

Abstract: Since obesity is growing, I looked for a way to help people decrease their sugar intake. I tested, which colors: red, green, blue, or white effects taste perception of grape juice. I concluded that red colored lighting makes a juice taste sweeter than it actually is. The experiment also revealed that humans think that a darker beverage is a sweeter than a lighter one.

Biography

My name is Qasim Ali and I am currently attending Old Scona Academic High School. I came to Canada when I was only 3 years old, and will turn 16 this May. I have always wanted to do something that would have a positive impact on our society. Working up to that goal, I was inspired to do a science fair project on human psychology. I now wish to pursue a career that is science related, such as a psychologist. I know many people that suffer from obesity, which is the main reason which led me to conducting this experiment.

Awards

Value

Excellence Award - Intermediate - Silver Medal Sponsor: Youth Science Canada	\$300
Western University Scholarship Silver Medallist - \$2000 Entrance Scholarship Sponsor: Western University	\$2 000
Total	\$2 300