## Colorado Science and Engineering Fair

## 2023 <br> Team Project Abstract Form

Please print 2 copies of the completed form. Sign both copies, keep 1 for your notebook and submit 1 copy to your Regional Fair Director with your other paperwork.

Title of Project: The Taste of Color (The Relationship Between Color and Perceived Taste)
Team Leader's Name: Quincy Flagg
Team Member 1: Soraya Hassan Team Member 2:
School and City: Friends Middle School Boulder CO
Sponsor's Name: Lauren Hassan
Category: Behavioral \& Social Sciences
Division: Junior (6th - 8th grades)
Abstract (250 words or less):
Question: Can people bias themselves?
Independent Variable: Color and flavor, Dependent Variable: Perception of taste
Hypothesis: If people convince themselves that a color matches a flavor they will taste that flavor because of self bias.
Our prediction is that the flavor that people say they will taste will be what they taste. This is because they will convince themselves of that flavor by saying it before tasting it, biasing themselves.
Methods:

1) Make 3 batches of different flavor and color cupcakes
2) Give to 9 different people, ask what flavor they think it is
3) Have them taste cupcakes
4) Record Data
5) Analyze data
6) Conclude Data

Constants: Sweet Tooth Fairy cake mix, $1 \frac{1}{2}$ cup of sunflower oil, $15 / 8$ cup of room temperature water, flavor 7 drops, color 13 red, 3 brown for red, 5 brown for brown, 0 for plain, cooling time 10 minutes, size of cupcakes regular, script
As you can see in our data, participants convinced themselves of flavor. Of 27 flavored cupcakes, flavors were guessed correctly based on taste. As you can see in our data, out of 27 cupcakes, only 3 cupcake's flavors were guessed correctly. 11 cupcakes' flavors were guessed based on what they were expected to taste like. For cupcake \#3, no one tasted what they expected, or the actual flavor. This supports our hypothesis.
Our experiment helps people by introducing people to their inherent biases.

We hereby certify that the above statements are correct and the information provided in the Abstract is the result of one year's research. We also attest that the above properly reflects our own work.

Team Leader's Signature: $\qquad$
Team Member 1's Signature:
Team Member 2's Signature:

Date:
Date:
Date:

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[^0]:    In addition, all students must complete the ISEF Student Checklist (1A), Research Plan, Approval Form (1B), and Checklist for Adult Sponsor (1), and any other ISEF forms required for this type of project. See the International Rules and Guidelines for form requirements. Return COPIES of all of these forms to your Regional Fair Director with your Finalist Verification/Permission Form. A signed copy of this form must be included in your notebook.

