

S and P #4

Survey: Influences on the Experience of Flavor

If you have the time to do a taste test demonstration exploring the interaction between smell and taste, you may want to use the following survey as an introduction to it, or in your post-demo discussion. With this, you can also foreshadow concepts from the 'perception' portion of this unit, especially perceptual set, while also drawing connections to The Biological Bases of Behavior, Motivation and Emotion and Social Psychology.

Rate each of the following in terms of its effect on your experience of the flavor (and your enjoyment) of food:

0	1	2	3	4	5	6
no importance			moderate importance			highly important

- a. The name of food _____
- b. The aroma of food _____
- c. The texture of food _____
- d. The shape of food _____
- e. The temperature of the food _____
- f. The time of day _____
- g. The reactions of others about the food _____
- h. Your general openness to trying new things _____
- i. Hunger _____
- j. Genetics _____
- k. Your expectations about the food _____