



**CALIFORNIA STATE SCIENCE FAIR  
2016 PROJECT SUMMARY**

<b>Name(s)</b> Allison Jia; Jasmine Wiese	<b>Project Number</b>  36660
<b>Project Title</b> Delicious or Disgusting? The Effects of Priming on a Taster's Reaction and Perception of Food	
<p style="text-align: center;"><b>Abstract</b></p> <p><b>Objectives/Goals</b> Our project tested the effect of using audible and visual priming on a person's perception of food.</p> <p><b>Methods/Materials</b> We used two visually different types of cookies, a positive script, a negative script, and a survey. Various participants ate their respective cookies and then filled out the survey in separate rooms.</p> <p><b>Results</b> All of the groups receiving positive visual priming gave higher average ratings of cookies than those receiving negative visual priming. Groups receiving positive audible priming also gave higher ratings than other groups receiving negative or no audible priming. However, all groups receiving negative audible priming gave higher cookie ratings than groups with no audible priming.</p> <p><b>Conclusions/Discussion</b> Since positive visual and audible priming resulted in the highest rating, we discovered that visual and audible priming do play a major role in a taster's perception of food. As expected, each group responded more positively whenever positive priming was received. Surprisingly, since groups receiving negative priming gave higher ratings than groups receiving no priming, we realized there were other factors involved: the environment and modeling behavior.</p>	
<b>Summary Statement</b> As evidenced by participant survey data, we found that social modeling influences a person's perception of food desirability in addition to visual and audible priming.	
<b>Help Received</b> We designed and executed the experiment with assistance from our science research mentor, Ms. Kathy Peng. Dr. Weiwen Wang of the Chinese Academy of Sciences also helped review our participant data and answered our questions concerning project layout.	