

Questions 31-40

Complete the table below

Write No more than two words for each answer

Investigating Taste

Procedure	Result	Cause
more yellow added to green colour of (31)_____	Subjects believed extra (32)_____ added to drink	Brain influenced by product presentation
gum chewed until it is (33)_____ then again with sugar	mint flavour (34)_____	sweetness necessary for mintiness
same drink tasted cold and at room temperature	(35)_____ drink seems sweeter	temperature affects sweetness
crisps eaten in rooms which were (36)_____	with louder crunch, subjects believed crisps taste (37)_____	sound affects taste perceptions
variety of cheese sauces prepared	subjects believed some sauces tasted less strong	(38) _____ affects taste perceptions
two different flavoured (39)_____ tasted together	subjects still tasted (40)_____ when no longer there	brain is filling the taste “gap”