or after tasting the beer: in other words, if we told them up front that there was vinegar in the beer, this should affect their review of the beer. And if we told them afterward, that should similarly affect their review. After all, they both got the same bad news about the vinegar-laced beer. This is what we should expect if knowledge merely *informs* us.

On the other hand, if telling our participants about the vinegar at the outset actually reshapes their sensory perceptions to align with this knowledge, then the participants who know about the vinegar up front should have a markedly different opinion of the beer from those who swigged a glass of it, and then were told. Think of it this way. If knowledge actually modifies the taste, then the participants who consumed the beer before they got the news about the vinegar, tasted the beer in the same way as those in the "blind" condition (who knew nothing about the vinegar). They learned about the vinegar only after their taste was established, at which point, if expectations change our experience, it was too late for the knowledge to affect the sensory perceptions.

So, did the students who were told about the vinegar after tasting the beer like it as little as the students who learned about the vinegar before tasting the beer? Or did they like it as much as the students who never learned about the vinegar? What do you think?

As it turned out, the students who found out about the vinegar after drinking the beer liked the beer much better than those who were told about the vinegar up front. In fact, those who were told afterward about the vinegar liked the beer just as much as those who weren't aware that there was any vinegar in the beer at all.

What does this suggest? Let me give you another example. Suppose Aunt Darcy is having a garage sale, trying to