

Taste and Social Perception: How Sour, Sweet, Salty, and Bitter Flavors Influence Emotional Responses in Everyday Scenarios

Date started: 28th November 2025

By Fathima Ruhi Amisa

Grade 9

In a world filled with rich food, almost every tongue is constantly involved in some taste. This project explores whether different tastes affect people's social/ emotional responses in hypothetical scenarios.

Only safe and everyday food will be allowed to be taken during the surveys, and anyone allergic to it will be requested to not participate.

This study aims to collect responses from approximately 30 participants per taste—making this a pilot study; further study needed.

Expected outcome is that sweeter tastes might lead to more positive responses while bitter or sour would do the opposite.

While prior studies have explored gustatory influence on behavior, they were done in lab settings or often narrow. This project combines taste and social-scenario based responses while collecting quantitative and qualitative data.