

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

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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 any item 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 may result in less positive ones.

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