



# Single-Blind Experiment

## ● Concept

This is an example of a single-blind experiment.

## ● Materials Needed

- 2 liter bottles of orange Fanta
- 2 liter bottles of Sunkist
- 20 small cups
- data sheet (see next page)

## ● Assembly

1. Remove all identifying labels and markings from the orange Fanta beverage and label the bottle "Brand A."
2. Remove all identifying labels and markings from the Sunkist beverage and label the bottle "Brand B."

## ● Procedure

1. Identify participants who regularly drink orange Fanta beverage.
2. For the first participant, pour two ounces of the beverage from the container marked Brand A into a cup. Make sure the participant sees the label and invite the person to drink the beverage. When the beverage is gone, ask the participant the following question: Did the beverage taste like orange Fanta or something else? Record the participant's answer and the brand identification on the data sheet.
3. For the second participant, pour two ounces of the beverage from the container marked Brand B into a cup. Make sure the participant sees the label and invite the person to drink the beverage. When the beverage is gone, ask the participant the following question: Did the beverage taste orange Fanta or something else? Record the participant's answer and the brand identification on the data sheet.
4. Repeat Steps 2 and 3 until you have collected data for 20 participants.

## ● Things to Observe

Directions: Answer the following questions in the space provided.

- How many participants thought Brand A tasted the SAME as orange Fanta?

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- How many participants thought Brand A tasted DIFFERENT from orange Fanta?

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- How many participants thought Brand B tasted the SAME as orange Fanta?

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- How many participants thought Brand B tasted DIFFERENT from orange Fanta?

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## ○ Data Sheet

	Tastes the <b>SAME</b> as orange Fanta	Tastes <b>DIFFERENT</b> from orange Fanta	From Bottle A or B	Correct? Y/N
Participant 1:	_____	_____	_____	
Participant 2:	_____	_____	_____	
Participant 3:	_____	_____	_____	
Participant 4:	_____	_____	_____	
Participant 5:	_____	_____	_____	
Participant 6:	_____	_____	_____	
Participant 7:	_____	_____	_____	
Participant 8:	_____	_____	_____	
Participant 9:	_____	_____	_____	
Participant 10:	_____	_____	_____	
Participant 11:	_____	_____	_____	
Participant 12:	_____	_____	_____	
Participant 13:	_____	_____	_____	
Participant 14:	_____	_____	_____	
Participant 15:	_____	_____	_____	
Participant 16:	_____	_____	_____	
Participant 17:	_____	_____	_____	
Participant 18:	_____	_____	_____	
Participant 19:	_____	_____	_____	
Participant 20:	_____	_____	_____	

## ○ Analyzing the Results

**Directions:** Answer the following questions in the space provided.

1. What conclusions can you draw from this experiment?

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2. Is brand loyalty due to taste or something else? Explain.

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3. What changes would be necessary to make this a double-blind study?

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