

TASTE FOR MUSIC OR MUSIC FOR THE TASTES?

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- Individuals intuitively identify taste attributes in sounds (e.g., a sweet ballad)... But are these associations conceptually meaningful or are they purely incidental?
- Previous research suggests it's no coincidence. Regular patterns of association between audition and basic tastes have been found in the literature (e.g., between high pitch sounds and sweet taste).
- Moreover, what we hear may influence what we taste. Research has shown that auditory stimuli, such as music, may influence how individuals perceive food and drinks (e.g., a chocolate may be perceived as sweeter under the influence of music).

PROJECT GOALS



Examine the existing evidence on the crossmodal correspondences between audition and taste.



Investigate the interplay of audition and taste in the context of food perception.



Explore the real-world applications of a multisensory framework for promoting healthier eating (e.g., reducing sugar consumption).

In a systematic review of the literature, we identified 55 articles and 82 studies exploring the relationship between audition and **four basic tastes**.

46 explored the associations between auditory attributes and tastes



● Music ● Musical notes/sound pitch ● Words or speech sounds

36 tested the influence of sound on taste perception



● Music ● Noise, tones & soundscapes



Sweetness



Sourness



Bitterness



Saltiness



Try the taste of music!

In another study we tested the taste associations in a set of 100 songs.

¹ percentage of participants who associated this basic taste with the song



SWEET
77%¹



BITTER
66%¹



SOUR
70%¹



SALTY
45%¹

Take-home message

- Sound is part of the eating experience.
- Auditory stimuli influence how individuals perceive food and drinks.
- In future experiments, we'll explore new ways to use music to modulate sweet taste perception and promote healthier eating (e.g., sugar reduction).



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