

1: Who, what, why: Does the shape of chocolate change its taste? - BBC News

Fans of "Top Chef" or "Cupcake Wars" are doing more than soaking up entertainment; they're picking up meal ideas and shaping their food tastes. For better or worse, television is a big part of most people's lives, and it's more than a reflection of our society: It's helping to shape who we are, how we interact, and how we see www.enganchecubano.com are.

Hannah McQuaid Advertisement What is flavor? Beginning with this simple question, the Pulitzer prize-winning journalist John McQuaid weaves a fascinating story with a beginning some half a billion years ago. In his new book, *Tasty*, McQuaid argues that the sense of taste has played a central role in the evolution of humans. He answered questions from *Mind Matters* editor Gareth Cook. What made you decide to write a book about taste? I have two kids, a boy and a girl born two years apart — now teens — and a few years ago, I became fascinated with how their tastes and preferences in food differed. My son liked extremes, especially super-hot chili peppers and whole lemons and limes. My daughter hated that stuff. She preferred bland comfort foods such as mashed potatoes, pasta, cheese and rice. Both kids were also picky eaters. Speaking as a parent, this was maddening. So I wondered where these differences came from. The kids had mostly the same genes. They lived in the same place. And yet clearly both genes and environment were in play somehow. So I began to look into the question, and a whole world opened up. And the basic answer to my original question is: Pickiness seems to be programmed by evolution: Certain preferences, meanwhile, can develop arbitrarily and become very strong, then suddenly fade — every kid goes through phases as the brain matures and the neural networks that shape perception and behavior grow. And always changing as more meals are eaten. What is known about the earliest origins of the sense of taste? So over time natural selection crafted receptor proteins. These are coiled molecules in cell walls that respond to specific kinds of chemical signatures and also to light, vibration and other stimuli. The really interesting thing is, as more complex life evolves — that is, multicellular life with mouths, brains, and internal organs — taste and smell play a central role. They are linchpins of survival, of winning the game of natural selection. They allow an animal to sense prey is nearby, and to derive some satisfaction from devouring it. The more acute they are, the better. And the more acute they become, the more brainpower is needed to process them. So the emergence of more sophisticated brains and behavior are, in evolutionary history, very often tied to sharpening senses of smell and taste. You can see this in anatomy: You also draw connections between the sense of taste and the earliest humans. What did you find most interesting about this? Flavor plays an underappreciated role the evolution of *Homo sapiens*, and in the invention of culture. How the human body evolved — the big brain, small gut, upright posture — is a hotly-debated topic. But a big driver is a series of dietary revolutions: These go hand-in-hand with the use of tools, which were all about food: And as tools improve, so does the food. Cutting and pounding meat or tubers tenderizes them. Cooking fires make everything more palatable and easier to digest. A positive feedback loop emerges between tastier food, better food, better tools, and changing bodies and brains. Cooked game, for example, tastes vastly better than raw game. The hunt requires the ability to run, the right weapons, a complex strategy, cooperation. Meal prep requires the ability to render the meat, make a fire, roast and serve communally. As with earlier life forms, flavor is the crux of big evolutionary changes. You also see one legacy of these changes in the shape of the human head. The retronasal passage running from the mouth up to the nasal cavity — where the aromatic component of flavor arises as food is chewed — shortened as human jaws shrank and faces flattened. The shorter distance supercharged flavors. So, although we have a weaker sense of smell than many other mammals, for us, smell plays a much more powerful role in flavor. Our big brains, meanwhile, allow flavor to tap into a range memories, thoughts, emotions and associations. This is what allows us to appreciate the fine flavors of braised meats, wines or cheeses. What are some of the most extreme tastes you discovered in your reporting? There is a lively and competitive subculture in the United States and around the world devoted to breeding ever-hotter chili peppers. Just in the past five years, the record has changed hands several times and the spiciest peppers are now twice as hot as they used to be. We tried very tiny slivers of the Carolina Reaper, and a few other super-hot varieties. The sensation builds for about 15 to 20 seconds, then becomes unbearable on the tongue and elsewhere in the

mouth. Fortunately, capsaicin has another feature: Which means you can try some more! Our host, meanwhile, was eating entire peppers without breaking a sweat – you can develop a tolerance for the heat. After a few months of this and some curing, it smells like a combination of rotting fish and ammonia. We put small chunks in our mouths, and the ammonia pretty much overwhelmed everything. My daughter spit it out. Many cultures have this type of food: This shows how powerful conditioning is: Sometimes, you had to learn to like some new food just to stay alive. How can our sense of taste be used against us? Flavor is an eminently corruptible sense. This is what the pleasure in a scoop of ice cream, or a sip of single malt scotch, really is: Some of this is the unholy trinity of sugar, salt, and fat. Some of it is strong or evocative spices engineered to stand out, because humans also crave variety and contrast in food. Keep overloading any system, and eventually it gets out of whack. This corruptible aspect of flavor affects diet, eating habits, self-image, your whole life. What is the future of taste? I wish I knew! So much is happening, so fast, compared to the last years, or the last 10, Food companies now employ geneticists and neuroscientists. For hundreds of thousands of years, alcoholic beverages, cheeses, pickles, sauerkraut, tofu, kimchi and other fermented foods and drinks were made using traditional recipes. But no one understood the biology of how the yeasts, fungi and bacteria involved in fermentation made flavor. The actual molecules that create many fine sensations are almost always very numerous and obscure, the result of microbial metabolisms churning away. But now scientists are developing a better understanding of how those metabolisms work, and the ability to manipulate them. This will open up vast new domains of deliciousness. And have you read a recent peer-reviewed paper that you would like to write about?

2: Why do different pasta shapes taste different? - Seasoned Advice

People can shape their own watching preferences. We can watch what we like." A version of this article appears in print on, on Page B 1 of the New York edition with the headline: Viewing Habits.

Contact Us How Color Affects Your Perception of Food While many of us like to believe that we are not easily deceived, our sense of taste is often fooled by our sense of sight. This is because humans have certain expectations of how food should look. Long supported by scientific studies, we use visual cues from color to identify and judge the quality and taste of what we eat. Eat With Your Eyes Your taste buds play an important role in determining the four basic groups of taste, which are sweet, salty, sour, and bitter. When your taste buds come in contact with food, they send signals to your brain to interpret flavor. Because we look at our food before eating, however, our eyes send signals to our brain well before our taste buds get the chance. Color is often the first element noticed in the appearance of a food product. Humans begin to associate certain colors with various types of foods from birth, and equate these colors to certain tastes and flavors throughout life. For example, we may expect yellow pudding to have a banana or lemon flavor and red jelly beans to have a cherry or cinnamon flavor. If the color of a food product does not match our expectations, we may perceive its taste and flavor differently - a psychological effect some food companies use to their advantage. To give the impression of a certain taste, flavor, or quality, food coloring or dyes are added to processed, packaged, and even fresh foods. Adding a red colorant to the skin of an apple, for example, may influence consumers into believing the apple is sweeter in taste. In a study published in the Journal of Food Science, researchers found that people confused flavors when a drink did not have the appropriate color. A cherry-flavored drink manipulated to be orange in color was thought to taste like an orange drink, and a cherry drink manipulated to be green in color was thought to taste like lime. Published in Fast Food Nation, a more extreme study dating back to the early s offers some insight into how color affects our appetite and perception of food. Subjects in the experiment were served what appeared to be a normal looking plate of steak and french fries. The room, however, was installed with specialty lighting that changed how the color of the food looked. Under this lighting effect, the participants thought the steak and fries tasted fine. Once the effects were turned off and lighting was returned to normal, it was revealed that the steak was dyed a blue color and the french fries were dyed a green color. Upon seeing this, many of the subjects lost their appetite and some became ill. Color additives are also used to offset the effects of color loss during the manufacturing process because of exposure to light, changes in temperature, moisture, and storage conditions. This can be seen in the seafood industry, where farm-raised salmon, typically an unappealing gray color, is dyed pink to give the impression that the fish is of high quality and very fresh. The role color plays in our perception of taste has long been researched by food companies to better understand consumer behavior and how that impacts the perception of their products. While food colorants have been highly debated over the past few years due to questionable health effects, food companies know that consumers determine the quality and taste of a food product long before their taste buds have had a chance to process it. Green-colored french fries or gray-colored salmon anyone? The technological leader in color and light measurement solutions, Konica Minolta Sensing Americas helps organizations formulate, evaluate, and control color to meet product quality and operational goals more efficiently.

3: Can you shape your children's taste in music? - BBC News

Mac and cheese with character shapes is far superior to mac and cheese with regular noodle shapes. Duh. There are more nooks and crannies for the sauce to get in and sometimes you get a couple characters clumped together into one mega mac and cheese ball.

But much of our musical experience seems to be a mystery. Why does some music bring us to tears while other pieces make us dance? Why is it that the music that we like can make others agitated? And why do some people seem to have a natural ability to play music while others have difficulty carrying a tune? Systemisers Type S have a strong interest in patterns, systems and the rules that govern the world. For example, they can predict things such as whether someone studies maths and science, or humanities at university. For the first time, we have shown that they can predict musical behaviour, too. Matching music with thinking style To study this phenomenon, we conducted multiple studies with over 4, participants. On the other hand, systemisers preferred more intense music, as heard in hard rock, punk and heavy metal genres. Systemisers also preferred music with intellectual depth and complexity as heard in avant-garde classical genres. Importantly, those who are Type B, had a tendency to prefer music that spans more of a range than the other two thinking styles. Our team worked with BBC Lab UK to recruit over 7, participants and assess them for five distinct personality dimensions: We also asked them to conduct various tasks that measured their musical ability, including remembering melodies and picking out rhythms. We found that, next to musical training, the personality trait of openness was the strongest predictor of musical sophistication. People who score highly for openness are imaginative, have a wide range of interests, and are open to new ways of thinking and changes in their environment. We also found that extroverts who are often more talkative, assertive, and excitement-seeking had greater singing abilities. Furthermore, we could apply this even to people who did not currently play a musical instrument, meaning there are people who have a potential for musical talent but are entirely unaware of it. This research shows there are factors beyond our awareness that shape our musical experiences. We hope that these findings can be of help to teachers, parents, and clinicians. Based on information about personality, educators can ensure that children with the potential for musical talent have the opportunity to learn a musical instrument. Music therapists can use information about thinking style to help tailor their therapies for clients, too. We are also interested in how knowledge gained from science can help children and adults on the autism spectrum who have difficulties with communication, as we recently wrote in the journal *Empirical Musicology Review*. This could also help people process emotions after experiencing a psychological trauma and when grieving a loss. In fact, initial findings from our lab suggest that people who experienced a traumatic event in childhood engage with music quite differently in adulthood than those who did not experience a trauma. If you want to find out how you score on musical ability, preferences, and personality, you can take these tests at www.

4: Has technology changed cultural taste? | Culture professionals network | The Guardian

For these viewers, the anthology drama was a welcome addition given their cultural tastes. By , however, 71% of all US households had TV sets, as working and middle class families were increasingly able to afford television and the prices of sets dropped.

Share via Email Could you confine yourself to British food? However, despite a national love of food from far-flung lands – Turkish to Thai, Sicilian to Sri Lankan, Polish to Punjabi – most restaurants here are tailored to suit British tastes. The anthropologist Jeremy MacClancy has observed that the hunter-gatherer tribes on Earth today – nomadic peoples who do not farm and can eat only what nature has to offer – are as finicky as the next person. The Mbuti pygmies in Angola understandably find the idea of feasting on leopards a bit gross, because leopards eat humans. And primates resemble people too much to be appetising. Kalahari bushmen know about desert plants to be edible, but only 14 varieties are considered desirable. They hunt giraffes, warthogs and antelope, but think ostrich tastes bad, and zebra meat is dismissed as smelly. Culinary peculiarities also exist among different ancient tribes who live side by side. The genealogy of taste perception Along with environmental and cultural factors affecting our food choices, there is evidence that genetic makeup influences how we experience taste. The basic tastes of sweet, sour, salty, bitter and umami are detected when chemicals that produce those tastes bind with certain receptors on our tongues. We all have different amounts of these various receptors, depending on our DNA, and research has shown that sensitivity to one particular bitter compound which is easy to measure, and is a marker of overall taste sensitivity varies wildly between different countries. Ethnic Europeans sit at the lower end of the scale. The geography of recipes Most of our food loves and hates are learned. And when we start eating solids, our concept of acceptable foods evolves quickly. Over time, the way we perceive certain flavours is programmed according to how we usually consume them. I have mentioned before that in the west, because we associate vanilla with sweet foods, it has come to enhance our perception of sweetness – our brains automatically do this. Traditional European gastronomy is all about pairing foods that share flavours, but a study PDF found that Asian cooking does the opposite and avoids combining similar flavours. The researchers reached this conclusion after identifying the flavour compounds in ingredients that are used internationally, and then studied 56, recipes containing them. The globalisation effect As the world shrinks, regional preferences will surely be subject to increasing dilution, but this is happening slower than you might think. On the other hand, multinational companies alter their products for each market. And rice remains more common than fries. The degree of roasting and the way that the coffee is processed will be adjusted, too. If you were stranded on a desert island and could only ever have one cuisine again, which would you choose?

Shape will not affect the taste of pasta. One shape however may be thicker than others, and if not cooked taking that into account, you may have a different taste, but cooked to the same level, no difference.

But is it an effort doomed to failure, or worse, will it make children hate the music their parents love, and love the music their parents hate? It might be something like this. Great-grandparents like classical Mahler , grandparents like jazz Ellington , parents like rock Queen , children may be ready to graduate from In the Night Garden to Gangnam Style. Parents have an interest in finding some musical common ground with their children, if only for five-hour car journeys. One parent who is navigating these reefs at the moment is Tom Hodgkinson, satirist and author of *The Idle Parent*. At the moment my son has got into the ukulele and he wanders around the house playing it. When my son was eight years old I took him to see [the Russian cellist Mstislav] Rostropovich. In other homes, the musical influences are passed on less deliberately. He says his daughters, Ella and Kitty, had to live with whatever was being played in the house and deal with whatever musical instruments were lying around. Clearly something rubbed off. Ella, 29, has just completed a doctorate in the voice in theatre and Kitty, 27, is an artist and songwriter. They enjoy living in the image of their parents, and other children do precisely the opposite," says Summerly. Knowing the tendency of children to rebel, if you want them to like your music, perhaps you might consider banning it in the home, says Summerly. Image caption Will playing Mahler make your kids turn to Gaga? Hodgkinson is well aware of the other problem that parents can find themselves in. It is my responsibility to hate it," says Hodgkinson. Can Mozart make your kids smarter? When I play it in the car my son just groans. Part of me feels that children ought to like different music from their parents," says Hodgkinson. Summerly believes that music can profoundly educate and guide our feelings. Playing even the simplest musical instrument and playing together with other people is something that should be open to all.

6: How Color Affects Your Perception of Food

The iconic Classic Trix Fruity Shapes are back! When Trix first debuted in they were pastel colored, and ball shaped. But between and , bright fruit-shaped Trix filled cereal bowls across the U.S. For the last decade, the original ball shape was back on shelves, and the classic vibrant.

An Overview Tim Delaney sets the scene for our philosophical consideration of popular stuff. As Brummett explains in *Rhetorical Dimensions of Popular Culture*, pop culture involves the aspects of social life most actively involved in by the public. Popular culture is also informed by the mass media. There are a number of generally agreed elements comprising popular culture. For example, popular culture encompasses the most immediate and contemporary aspects of our lives. These aspects are often subject to rapid change, especially in a highly technological world in which people are brought closer and closer by omnipresent media. Certain standards and commonly held beliefs are reflected in pop culture. However, iconic brands, as other aspects of popular culture, may rise and fall. With these fundamental aspects in mind, popular culture may be defined as the products and forms of expression and identity that are frequently encountered or widely accepted, commonly liked or approved, and characteristic of a particular society at a given time. Popular culture is, in the historic use of term, the culture of the people. It serves an inclusionary role in society as it unites the masses on ideals of acceptable forms of behavior. Further, popular culture, unlike folk or high culture, provides individuals with a chance to change the prevailing sentiments and norms of behavior, as we shall see. So popular culture appeals to people because it provides opportunities for both individual happiness and communal bonding. Examples of Popular Culture Examples of popular culture come from a wide array of genres, including popular music, print, cyber culture, sports, entertainment, leisure, fads, advertising and television. Sports and television are arguably two of the most widely consumed examples of popular culture, and they also represent two examples of popular culture with great staying power. Sports are played and watched by members of all social classes, but tautologously the masses are responsible for the huge popularity of sports. Some sporting events, such as the World Cup and the Olympics, are consumed by a world community. Showing allegiance to a team as a means of self-identification is a common behavior. Further, cheering for a sports team or a favorite athlete is a way any individual can become part of popular culture, as I and Tim Madigan explain in our new book *The Sociology of Sport*. Many people watch numerous hours of television everyday. It is such a prevalent aspect of contemporary culture it is difficult to imagine life without it. There are those who believe TV is responsible for the dumbing down of society; that children watch too much television; and that the couch potato syndrome has contributed to the epidemic of childhood obesity. The globally popular TV show *The Simpsons* provides us with an interesting perspective on television. As a result, he devises a scheme to detonate a nuclear bomb unless all television is abolished in Springfield. I think the survivors would envy the dead. It is even more difficult to imagine a world without popular culture. Folk and High Culture Popular culture is usually distinguished from folk and high culture. In some ways, folk culture is similar to pop culture because of the mass participation involved. Folk culture, however, represents the traditional way of doing things. Consequently, it is not as amendable to change and is much more static than popular culture. Folk culture represents a simpler lifestyle, that is generally conservative, largely self-sufficient, and often characteristic of rural life. Radical innovation is generally discouraged. Group members are expected to conform to traditional modes of behavior adopted by the community. Folk culture is local in orientation, and non-commercial. In short, folk culture promises stability, whereas popular culture is generally looking for something new or fresh. Because of this, popular culture often represents an intrusion and a challenge to folk culture. Conversely, folk culture rarely intrudes upon popular culture. There are times when certain elements of folk culture eg Turkish rugs, Mexican blankets and Irish fairy tales find their way into the world of pop culture. Generally, when items of folk culture are appropriated and marketed by the popular culture, the folk items gradually lose their original form. A key characteristic of popular culture is its accessibility to the masses. It is, after all, the culture of the people. High culture, on the other hand, is not mass produced, nor meant for mass consumption. It belongs to the social elite; the fine arts, opera, theatre, and high

intellectualism are associated with the upper socioeconomic classes. Items of high culture often require extensive experience, training, or reflection to be appreciated. Such items seldom cross over to the pop culture domain. Consequently, popular culture is generally looked down upon as being superficial when compared to the sophistication of high culture. This does not mean that social elites do not participate in popular culture or that members of the masses do not participate in high culture. The Formation of Popular Culture Through most of human history, the masses were influenced by dogmatic forms of rule and traditions dictated by local folk culture. With the beginning of the Industrial era late eighteenth century, the rural masses began to migrate to cities, leading to the urbanization of most Western societies. Urbanization is a key ingredient in the formation of popular culture. People who once lived in homogeneous small villages or farms found themselves in crowded cities marked by great cultural diversity. Thus, many scholars trace the beginning of the popular culture phenomenon to the rise of the middle class brought on by the Industrial Revolution. Industrialization also brought with it mass production; developments in transportation, such as the steam locomotive and the steamship; advancements in building technology; increased literacy; improvements in education and public health; and the emergence of efficient forms of commercial printing, representing the first step in the formation of a mass media eg the penny press, magazines, and pamphlets. All of these factors contributed to the blossoming of popular culture. By the start of the twentieth century, the print industry mass-produced illustrated newspapers and periodicals, as well as serialized novels and detective stories. Newspapers served as the best source of information for a public with a growing interest in social and economic affairs. The ideas expressed in print provided a starting point for popular discourse on all sorts of topics. Fueled by further technological growth, popular culture was greatly impacted by the emerging forms of mass media throughout the twentieth century. Films, broadcast radio and television all had a profound influence on culture. So urbanization, industrialization, the mass media and the continuous growth in technology since the late s, have all been significant factors in the formation of popular culture. These continue to be factors shaping pop culture today. Sources of Popular Culture There are numerous sources of popular culture. As implied above, a primary source is the mass media, especially popular music, film, television, radio, video games, books and the internet. In addition, advances in communication allows for the greater transmission of ideas by word of mouth, especially via cell phones. Many TV programs, such as American Idol and the Last Comic Standing, provide viewers with a phone number so that they can vote for a contestant. This combining of pop culture sources represents a novel way of increasing public interest, and further fuels the mass production of commodities. Popular culture is also influenced by professional entities that provide the public with information. For example, a news station reporting on a specific topic, say the effects of playing violent video games, will seek a noted psychologist or sociologist who has published in this area. This strategy is a useful way of influencing the public and may shape their collective opinions on a particular subject. At the very least, it provides a starting point for public discourse and differing opinions. News stations often allow viewers to call or email in their opinions, which may be shared with the public. A seemingly contradictory source of popular culture is individualism. Urban culture has not only provided a common ground for the masses, it has inspired ideals of individualistic aspirations. In the United States, a society formed on the premise of individual rights, there are theoretically no limitations to what an individual might accomplish. Of course, once a unique style becomes adopted by others, it ceases to remain unique. The Sociology of Seinfeld and is currently writing a book on The Simpsons that is scheduled for publication in February, Visit his website at www.

7: 10 Ways TV Has Changed American Culture | HowStuffWorks

Here is a good one, "Generation Like", it basically talks about how social media companies make money off of young people using facebook, twitter, etc., and how these young people waste their time and dignity trying to get more likes, more friends, more twitter followers, and share links for the purpose of self satisfaction and popularity.

8: The geography of taste: how our food preferences are formed | Life and style | The Guardian

HOW TELEVISION SHAPES THEIR TASTES. pdf

Society influences people by shaping their belief systems, controlling their behavior and determining their values. It sends these messages to individuals through the media, school curricula, community leaders, family and churches. One way that society influences people is through laws and rules.

9: history - Why are there so many different pasta shapes? - Seasoned Advice

As you might guess, with nearly every U.S. household possessing a television, and the billion hours of television watched annually by Americans, companies that wish to connect with consumers find television an irresistible platform to promote their goods and services (Nielsen Wire).

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