

A close-up photograph of a woman's hands holding a makeup brush with a silver ferrule and a wooden handle. The brush is positioned near a black, spherical microphone pop filter. The word "Sensation" is written in a bright cyan font across the pop filter. A vertical cyan bar is on the right side of the image, and a horizontal cyan bar is at the bottom.

Sensation

Introduction

Same Taste?



[Pepsi Vs. Coke Blind Taste Test - YouTube](#)

Introduction

Cheap wine tastes better?

Blind taste test suggests that cheap wine really does taste better



[Wine taste test Hot Topics](#)

Why?

Do You Taste with Your Eyes?

Appearance of food can dramatically affect how it tastes to us.



Discrepancies between the appearance of foods and tastes can make it more difficult to identify the flavoring.



Vision



Which display do you prefer?

- Another example: Which one is more fluent to process?

LIPSTICK



Saturation increased from left to right

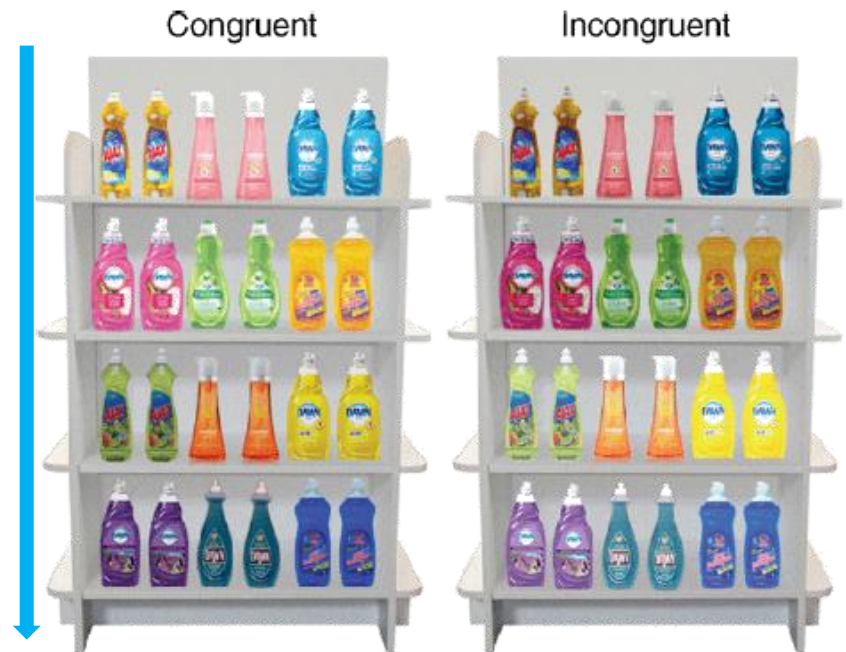


Vs.

LIPSTICK



Saturation decreased from left to right





Who could be the winner? Reason?



**Does sensation always lead to
the right Perception?**

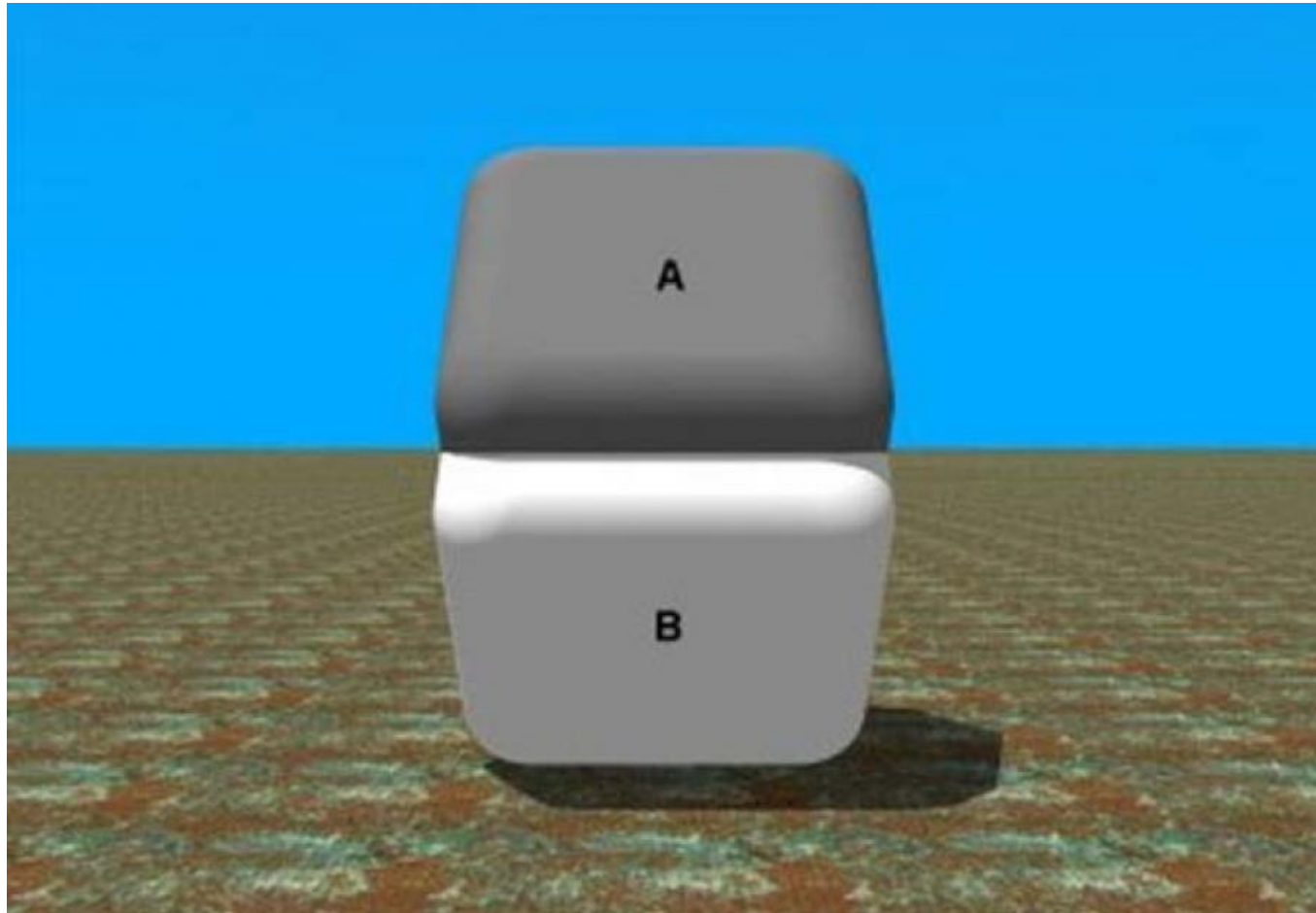
VISION



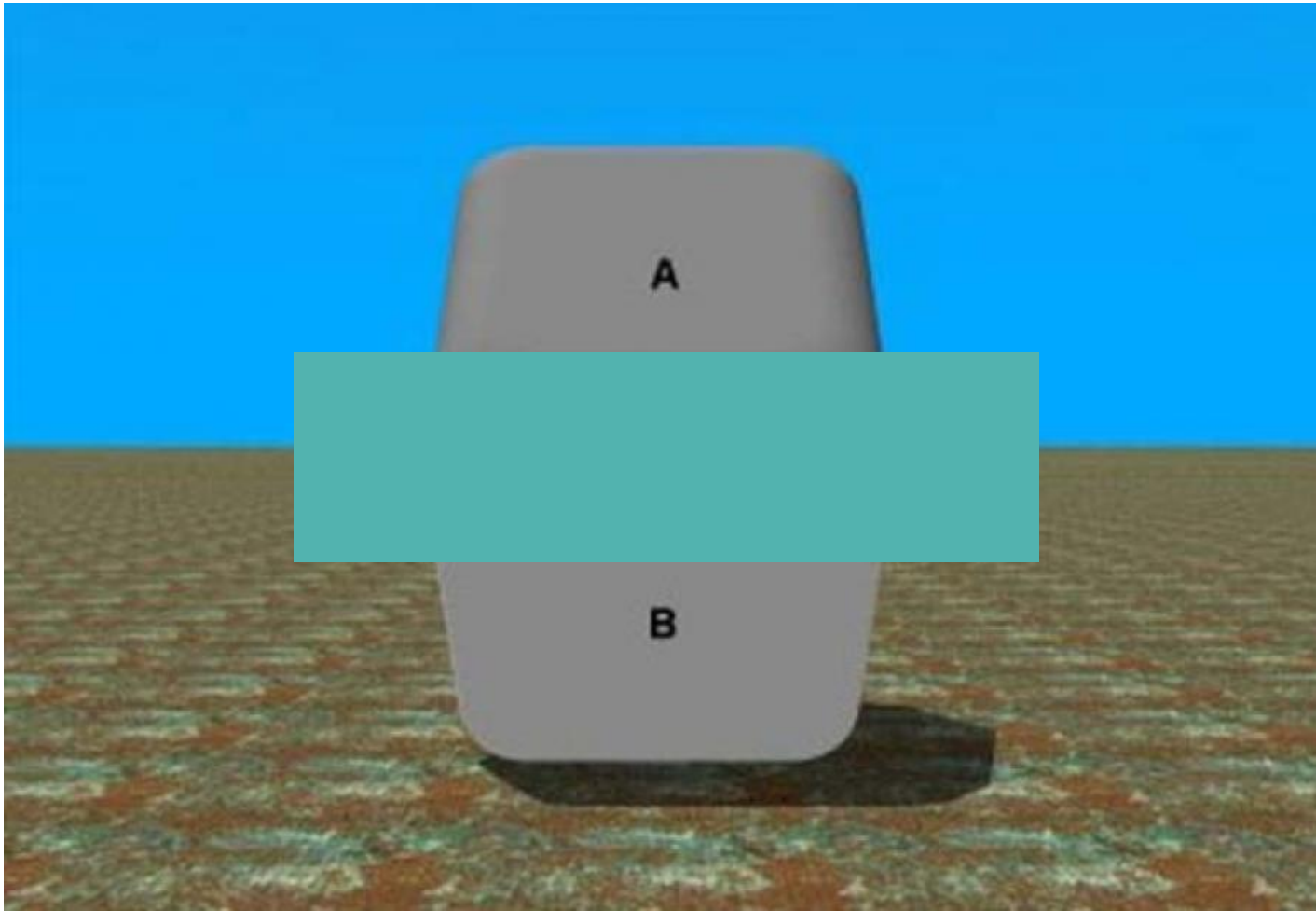
Visual illusion



Which one is lighter?



Why?

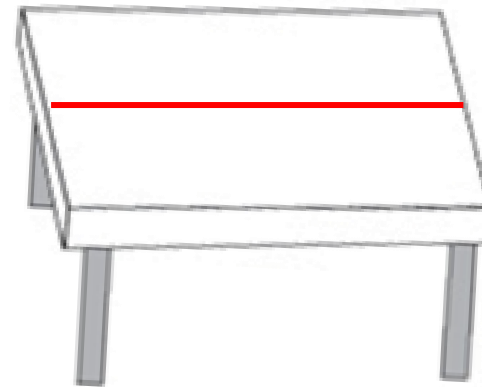
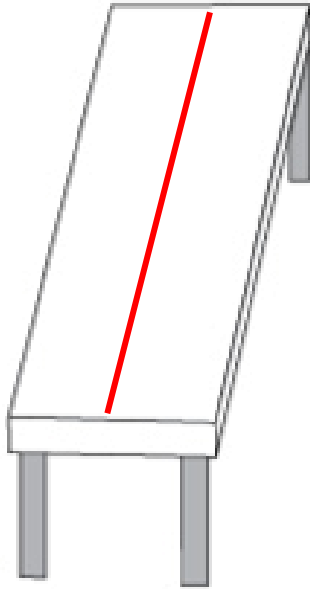


[Brain Games- Perception of Shadows and Gray Box Illusion](#)

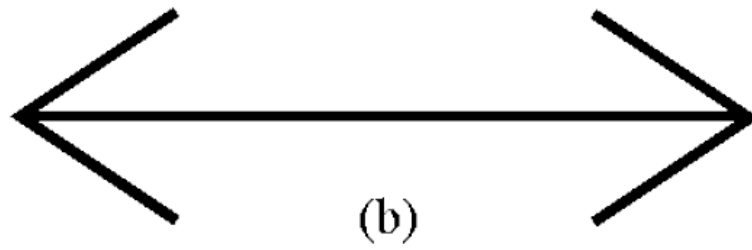
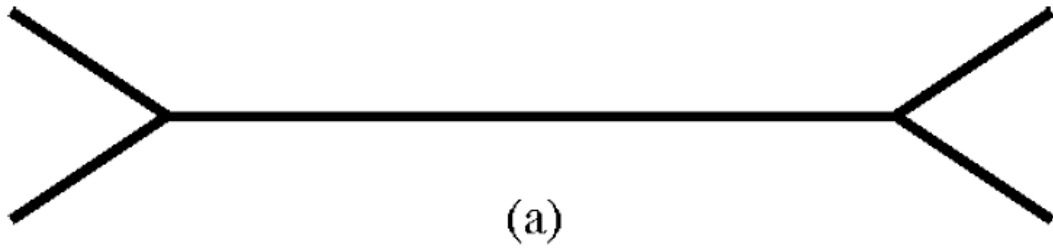


Visual illusion

Which table is longer?



[Table](#)





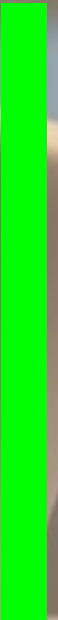
Visual illusion

- Visual illusions are great demonstrations of the difference between **sensation** and **perception**
- We cannot change sensing but our perception, we can change (experience, learning, etc.)





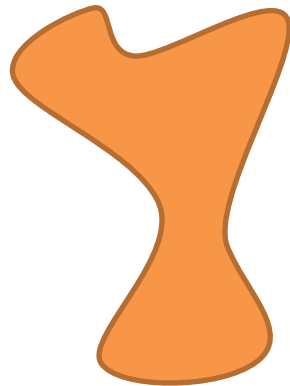
Sound



Sound symbolism



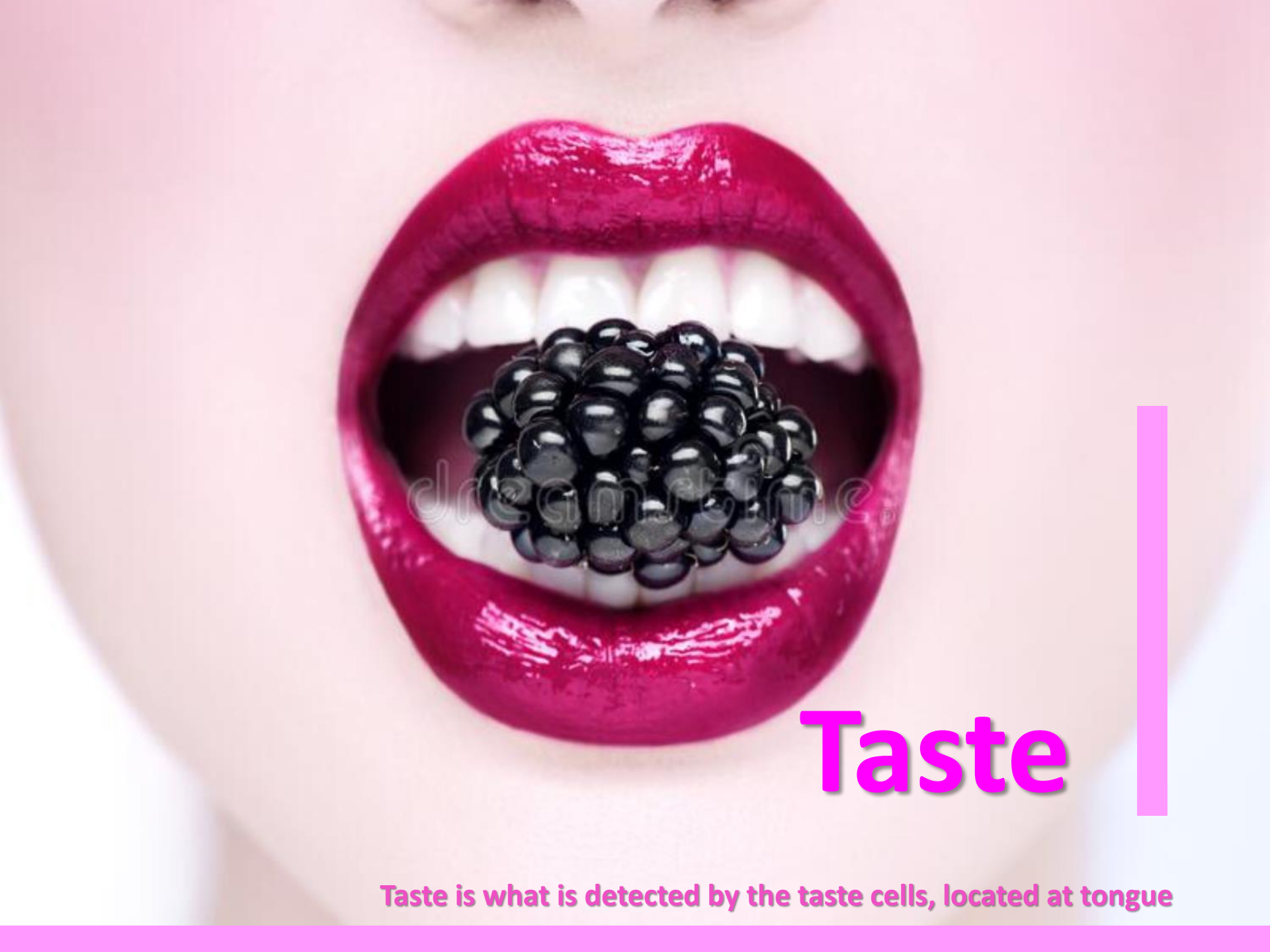
Which is Bouba and which is Kiki?



How about color?

Which color do you think goes better with each shape?

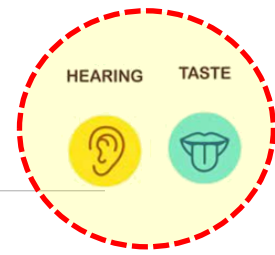




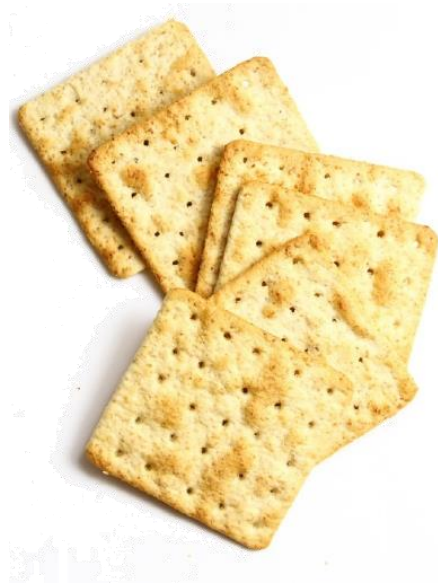
Taste

Taste is what is detected by the taste cells, located at tongue

Sound shapes taste



Sounds can influence the perceived hardness/softness, moistness/dryness, and pleasantness of the food



Crunchy sound increase the evaluation of crackers

Does sound affect taste?



[Does Sound Affect Taste? Try it yourself](#)

Same Taste?



[Man With COVID-19 Does Taste Test](#)