

ENS 201: Bottled Water Lab

Objective: Analyze a cross section of taste preferences (these could be from house or dorm mates, friends or family) for popular bottled water brands (e.g., Dasani, Fuji, highbridge spring) in comparison with your local city tap water.

Taste Test: set up cups or glasses for taste test – these should be identical. Include each of your bottled water and tap water offerings (use at least three) at the same temperature. Ask participants to blind taste them to see which they prefer (meaning that the cups are unmarked so that they can't tell what type of water is in the cup). Use the preference table (see page 3 below) to rank each person's preferences.

Questions to ask:

- **A)** Do you prefer to buy bottled water or carry tap water in a reusable bottle? Why?
 - If you prefer bottled water what is your favorite brand? Why?
 - If you prefer tap water, why?

- **B)** Is filling your own reusable bottle worth the time, money saved, and reduced environmental impact?

- **C)** What state of mind are you in when you buy bottled water?
 - Are you usually rushed when you buy it?
 - Is it a habit?

- **D)** (From Textbook exercise 15.3 'a bottled water taste test'): If possible, go to the website for your municipal water provider. What is in your water and in what quantities? How does this differ from the contents of the bottled waters that you sampled? How does this knowledge affect your desire to purchase bottled water? How do your other participants respond to this information? Does it affect their choices?

Lab Evaluation and Post Lab Discussion questions

We will have a post-lab discussion of the results of the bottled water test and assigned readings. Class will analyze factors that may influence people's choices for purchasing bottled water and what brand, versus drinking tap water. Discussion may draw on the taste tests, readings, and course social-theoretical perspectives.

Reading:

- Bad Molecules in Bottled Water:
www.rsc.org/chemistryworld/2013/09/worrying-molecule-bottled-water-endocrine
- Chapter 15 in textbook (bottled water)
- Government push to drink more water:
<http://www.greenvilleonline.com/usatoday/article/2803417>

<i>(name of water: A, B,... Tap)</i>	<i>A:</i>	<i>B:</i>	<i>C:</i>	<i>Tap</i>
Person A				
Person B				
Person C				
Person D				
Etc. include as many people as you like				

Preference Table: Rank each personal preference from 1-4, where 1 is the favorite and 4 is the least favorite (no ties are allowed, so each row should have a 1, 2, 3 and 4 (assuming that you are testing 4 samples).

A) Number of people that prefer:

Bottled Water

Tap Water

B/C) Number of people that Prefer:

Dasani

Fuji

Other Water:

Tap

D) Number of people that think:

Bottled Water is more convenient

Tap Water worth time/ money/environment

F) How many people feel rushed or habitual when they buy bottled water?

Rushed

by Habit