

Coke vs. Pepsi Taste Test

Executive Cola Analyst: _____
Logistics Officer: _____
Chief Randomization Specialist: _____
Data Chronicler: _____
Fluid Dispensing Engineer: _____

Job Descriptions

Executive Soda Analyst (aka the Taster)

Your role will be to taste the samples of cola and determine whether it is Coke or Pepsi. You will wait in the hallway for the Logistics Officer to provide you with a sample. You must drink the entire sample provided to you. Between each taste, you must take a sip of water to cleanse your palate. You will announce your decision to the Data Chronicler, who will record your choice to check for accuracy.

Logistics Officer (aka the Server)

Your role will be to pick up a cup of cola from the Fluid Dispensing Engineer and bring it to the Executive Cola Analyst in the hallway. You are not to provide any signals or information to the Analyst about the sample. Wait until the Analyst has consumed the entire sample, take the cup from the Analyst, and return to the Engineer for another sample. You will start the experiment in the hallway with the Analyst.

Chief Randomization Officer (aka the Flipper)

Your role will be to ensure the samples and the order are randomly chosen. You will flip the coin provided to you 5 times to determine what samples your Executive Soda Analyst will receive. If the coin lands as a “Heads,” you will pour Coke. If the coin lands as a “Tails” you will pour Pepsi. Make sure you record the order so your Data Chronicler can check the accuracy of the results. You will be in the classroom for the duration of the experiment.

Data Chronicler (aka the Recorder)

Your role will be to write down the Executive Soda Analyst’s choice for each sample. Once the trials are complete, compare what the Analyst selected to what the Chief Randomization Officer recorded to determine the Analyst’s success rate. You will spend the duration of the experiment in the hallway with the Analyst.

Fluid Dispensing Engineer

Your role will be to prepare the samples to give the Logistics Officer. Once the Chief Randomization Officer determines the order of the samples, you will pour the appropriate cola into the provided paper cups. Fill each cup halfway to the top (~1 oz.). Make sure you do not mark the cups in any way. Do not provide the Logistics Officer with any information about whether you are giving Coke or Pepsi. You will be in the classroom for the duration of the experiment.