Shirt Pheromone Lab

Student Table

***Question****:*

* *Can you identify the sex of the person that wore each of the shirts?*

***Goal****:*

* *Understand how humans use pheromones and how advertising misuses pheromones.*

***Procedure****:*

1. *Open one numbered bag*
2. *Take a wiff*
3. *Try to identify the scent as male or female*
4. *Compare your data to the classes data*
5. *Watch the videos below*
6. *Write up your response*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Shirt#** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **GUESS**:  MALE OR FEMALE |  |  |  |  |  |  |  |  |  |  |
| % of class that guessed M |  |  |  |  |  |  |  |  |  |  |
| % of class that guessed F |  |  |  |  |  |  |  |  |  |  |
| Real Answer |  |  |  |  |  |  |  |  |  |  |

**Write-Up: Reflection on lab:**

* **Format:** 1 page, double spaced and types in paragraph form.
* Include:
* The use of pheromones in human/animal communication
* How accurate were we
* Was this a good measure of pheromone communication in humans?
* If you were to wear the pheromones of a really attractive person, would it help you find a mate? Why or why not?

Helpful Videos:  **- VIDEO: [Pheromone Dating](http://www.youtube.com/watch?v=W48DoLdR8gA" \o "" \t "_blank)  
     - Advertising: [Using Pheromones](http://www.pheromonesattract.net/" \o "" \t "_blank)  
     - Article (Non Scientific): [6 Factors That Secretly Influence Who You Have](http://www.cracked.com/article_19024_6-factors-that-secretly-influence-who-you-have-sex-with_p2.html" \l "ixzz2BeYJCPnE" \o "" \t "_blank)**