

## Consumers easily misled by false, scientific-looking info about food

Trivial scientific information presented in packaging in the form of graphs or formulas can lead consumers to believe a product is more effective, according to consumer research.

The [study](#), “Blinded by Science,” published in Public Understanding of Science and performed by Professor Brian Wansink and his team at the Cornell Food and Brand Lab, assessed how consumers react to scientific information about a product by testing reactions to information about ‘a new medication’.

In a series of three experiments, the team found that presenting consumers with ‘scientific looking’ information such as graphs or formulas increased product confidence.

“Anything that looks scientific can make information you read a lot more convincing,” said study lead author Aner Tal, PhD. “The scientific halo of graphs, formulas, and other trivial elements that look scientific may lead to misplaced belief.”

“A general faith in science may lead people to believe things that just look scientific, but aren’t,” he warned.

This shows that belief in science can make individuals more likely to be persuaded by trivial, ‘scientific looking’ graphs, they explained.

**Read full original article:** [‘Blinded by Science’: Trivial information increases consumer trust](#)