Introduction

High popularity of caffeinated beverages both hot and cold in society. Increasing interest in different types of beverages, effects on mood, and differences by gender and temperature and time of day. A naturalistic observation study determined beverage frequency and differences among gender, time of day, and effects on mood. Are hot beverages more popular during the morning?

Method

Using naturalistic observation, data was recorded at a frequently traveled location on campus two different days, during both morning and evening hours. Coding sheets used to record data. Data were analyzed using SPSS. Data were classified into three variables of Type of Beverage, Facial Expression, and Gender.

Operational Definitions

Type of Beverage

Beverages carried by students were classified into hot beverages, cold beverages, or water. Examples include Hot Beverages (thermos, travel mug or cup, Styrofoam cup, or to-go coffee cup); Cold Beverages (to-go soda cup with a straw, bottled beverage, or canned beverage); and Water (a reusable or plastic water bottle).

Facial Expression

Recorded Neutral Facial Expressions if the participant had a blank face; Smiling if there was an upward curve of the mouth and teeth showing; and Frowning if their eyebrows were pulled in and they had a general downward curve of the mouth.

Gender

Based on observer’s own discretion and best judgment.

Findings

The data display that college students are more likely to drink cold drinks in the afternoon compared to other drinks at other times. Different types of drinks indicate neither mood, nor significantly differ by gender.

Discussion

Hot Beverage consumption remained fairly constant throughout the day. The results did not support the hypothesis that mood of the participant would be affected by beverage temperature. Temperature may have been a factor since it was -2 degrees Fahrenheit on the first day of recording and 7 degrees Fahrenheit on the second day of recording. Further research should consider looking at a group from a warmer climate to decide if weather interferes as a constant or an extraneous variable in relation to beverage choice.

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