

Gum is Good!

“A non-scientific informal survey of the 591 students found that students who chewed [Wrigley’s] gum... during the exam reported a mean score of 90; students who chewed the whole pack of [Wrigley’s] gum before the exam reported a mean score of 86; while those who chewed no gum at all reported a mean score of 60.”

(Wrigley Science Institute)

Gum is good!

- ◆ Improve attention
- ◆ Recognition memory
- ◆ Working memory
- ◆ Visual motor response
- ◆ Decrease stress

Since World War I, the U.S. Armed Forces have supplied chewing gum to the field and in combat rations because research shows chewing gum results in an improvement in overall performance on multi-tasking activities while under stress.

A 2004 study suggests chewing gum improves functions such as working memory and processing speed by delivering glucose to the bloodstream (Stevens, 2004)



A 2005 study examining the relationship between cognitive functioning and performance-enhancing odors also support that gum is good!

Cinnamon-flavored gum (which delivers cinnamon scent to the nose) reportedly improved participants’ attention, recognition memory, working memory and visual-motor response speed.

(Zoladz & Raudenbush, 2005)

