

Names: \_\_\_\_\_

Hour: \_\_\_\_\_

## **Energy Drinks: What Are You Really Drinking? Data Sheet and Analysis Questions**

### *Introduction:*

Energy drink companies make many claims for their product, including improving performance, increasing concentration, and metabolism stimulation. However, with their high caffeine content, they have health professionals worried.

In this activity, you will examine the contents, health effects, and marketing strategies of a chosen energy drink.

### *Materials:*

- energy drink of your choice
- computer access
- pH strips

### *Procedure:*

1. Divide into groups of two or three.
2. Obtain a can of your chosen energy drink and examine the nutrition and ingredient labels.
3. Choose two ingredients to research along with caffeine. Record your chosen ingredients in your data table.
4. Using a sample of the energy drink and a pH strip, determine the pH level of your energy drink. Record your results on the data table below.
5. Using the container or internet as a resource, find the milligram volume for your two chosen ingredients as well as for caffeine in your particular energy drink. Record your findings.
6. Research:
  1. Possible side effects of your three ingredients
  2. Current FDA regulations on the three ingredients
  3. Marketing techniques of the company and their target audience
7. Using all of your results and findings, create a presentation on your particular energy drink. Be sure to include:
  - a. A title page
  - b. Marketing techniques, claims, and target audience
  - c. The ingredients you researched and their possible side effects (focusing on students)
  - d. The pH level you found and the possible health issues of that pH level on the body
  - e. Visual representation of your data (ingredient levels and pH)

- f. Pros and cons of the energy drink
- g. Conclusion of your findings and their implications.

**Student Data Sheet**

Caffeine	mg
Ingredient #1: _____	mg
Ingredient #2: _____	mg
pH level	°

*Research & Source(s):*

*Analysis Questions:*

1. Will you continue to consume the same amount of energy drinks after completing this activity?
  
  
  
  
  
  
  
  
  
  
2. Were any of the three ingredients, including caffeine, found to have potentially adverse side effects?

3. After analyzing several different advertisements for your chosen energy drink, who did you find to be the target audience?

4. How is an energy drink different from a sports drink?

5. Are energy drinks currently regulated by the FDA? If so, describe how they are regulated.

6. Do energy drinks affect adolescents differently than they do adults? If so, how?

7. How do energy drinks affect focus and concentration?

8. According to your pH data, is your energy drink acidic, neutral, or basic?