

Education News

Students Report Improved Test Scores While Chewing Gum

(NAPSA)—Finding a test-taking edge may be as easy as reaching for a stick of gum, according to students in an introductory marketing class at Cornell University who were given Wrigley's 5™ gum by their professor. A nonscientific, informal survey of the 591 students found that those who reported chewing gum during the exam received a mean score of 90; students who chewed the whole pack of 5 gum before the exam reported a mean score of 86; while those who chewed no gum at all reported a mean score of 60.

"When we announced the findings of the informal survey, you could literally hear a gasp from the class," said Edward McLaughlin, R.G. Tobin Professor of Marketing in the university's Department of Applied Economics and Management (AEM), home to Cornell's undergraduate business program. "While what we found is anecdotal rather than scientific, I have no doubt that some of these students are going to start chewing gum during every exam."

Focus, Concentration and Stress Relief

More and more teachers have reversed traditional policies against chewing gum and are now encouraging students to chew gum during tests to help increase focus and concentration. In fact, a 2002 study published in *Appetite* showed chewing gum appeared to improve people's ability to learn, retain and retrieve information. Further, a 2006 study conducted on behalf of the Wrigley Science Institute showed that gum chewers were more calm and relaxed in dealing with life's everyday stress when they chewed gum.

Tips for Test-Taking Success

There are a number of ways



Student Tip That Sticks—Finding a test-taking edge may be as easy as reaching for a stick of gum.

students can more effectively study and take tests, including these suggestions from The Princeton Review, a leading provider of test preparation, educational support and college admission services:

Pick a Spot. Designate a specific area for homework and studying, making sure the area is well lit with few distractions.

Chew Gum. The gum experts at Wrigley recommend chewing gum during studying and test-taking to help improve focus and concentration and help relieve stress.

Make it Personal. Create personalized study aids to focus the study session, such as a notebook listing homework assignments, a timeline of important dates and flashcards for studying.

Retreat. After exams are over, relax and regroup.

For more information about the benefits of chewing gum, visit www.gumisgood.com.