



THE GATORADE STORY

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Annotation:

In this presentation, students study the history and science behind Gatorade sports drinks. Combining lecture and video, the presentation covers topics including the scientific method, electrolytes, and human physiology.

Primary Learning Outcomes:

Students will be able to describe the scientific development of the Gatorade sports drink.

Students will be able to describe dehydration and its effect on the body.

Students will be able to describe the role of electrolytes in human physiology.

Duration:

Preparation: 60 minutes

Introduction: 10 minutes

“The Gatorade Story” PowerPoint Presentation: 20 minutes

Conclusion: 10 minutes

Total Class Time: 40 minutes

Technology Connection:

“The Gatorade Story” MS PowerPoint Presentation, PC compatible computer with speakers, MS PowerPoint and internet access, and LCD computer projector. In order to access the Gatorade website, you must allow pop-ups for the www.gatorade.com site.

Web Links: Check out the following links for more information.

Title: Gatorade.com

URL: <http://www.gatorade.com>

Annotation: Official site of Gatorade. Includes information on Gatorade products, history, research, and educational resources.

Title: Gatorade Sports Science Institute

URL: <http://www.gssiweb.com>

Annotation: GSSI is a research and educational facility focusing on sports nutrition and exercise science.

Title: Explore Research at the University of Florida

URL: <http://rgp.ufl.edu/explore/v08n1/gatorade.html>

Annotation: Provides a brief history of the development of Gatorade at U of F.

Procedure:

Teacher Preparation:

Review presentation and websites to familiarize yourself with both.

Estimated Time:

60 minutes

Introduction:

Have students write a one-minute paper answering the following question: “If you a dehydrated athlete, would you choose water or Gatorade to aid in your recovery?” Students should briefly explain their choice based on their prior knowledge of these two drink and their ingredients. Briefly review papers with students.

Estimated Time:

10 minutes

“The Gatorade Story” PowerPoint Presentation:

Slide show outline and teacher instructions:

- Title Slide: “Gatorade: Is ‘Science’ In You?”
- “Are These Statements True?”
 - Click mouse to bring up question 1.
 - Click mouse to bring up question 2.
 - Click mouse to bring up “YES!”.
 - Discuss that these questions were answered by Gatorade researchers using the scientific method.
- “The Gatorade Story”
 - Click “The Gatorade Story” link to open Gatorade.com.
 - Read to students “How the Legend Began.”
 - Click the “Next” button to navigate through the story.
 - Close Gatorade.com windows and return to slide show.
- “How can we prevent dehydration...?”
 - Click the “Sweat 101” link.
 - Review Sweat Loss FAQ’s.
 - Click each question to display answer in answer pane.
 - Close Gatorade.com windows and return to slide show.
- “A drink solution containing...”
 - Click “What’s in Gatorade and Why?” link.
 - Review Gatorade ingredients and functionality.
 - Close Gatorade.com windows and return to slide show.
- “Gatorade prevents dehydration...”
 - Click “Virtual Body Tour” link.
 - Review physiological functions of Gatorade.
 - Close Gatorade.com windows and return to slide show.
- “Modern testing...”
 - Click link to show lab tour introduction video.
 - Click lab buttons to view additional videos, if desired.
 - Close Gatorade.com windows and return to slide show.

- “How does Gatorade compare?”
 - Click link to view chart.
 - Review graph comparing Gatorade to water.
 - Click “Beverage Comparison” button.
 - Review desired beverage comparisons.
 - Close Gatorade.com windows and return to slide show.
- Exit slide show.

Estimated Time:

20 minutes

Conclusion:

Have students revise their one-minute papers, incorporating the information presented in “The Gatorade Story” PowerPoint presentation. Again, briefly review the student papers and collect for assessment.

Estimated Time:

10 minutes

Assessment:

Assessment should be based on completion and revision of the one-minute paper. Student reasoning should be based on sound scientific logic and revised papers should accurately incorporate the material presented in the presentation.