



foods



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Novel Techniques to Measure the Sensory, Emotional, and Physiological (Biometric) Responses of Consumers toward Foods and Packaging

Guest Editor:

Dr. Damir Torrico

Department of Food Science and Human Nutrition, University of Illinois at Urbana-Champaign, Urbana, IL, USA

Deadline for manuscript submissions:
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Message from the Guest Editor

Biometric techniques based on non-invasive instruments and video/image analyses of subjects could incorporate physiological and/or subconscious responses in the study of consumers. There is a growing interest in understanding the role of physiological reactions of participants toward the sensory assessments of foods, beverages, and packaging. Some of these responses include heart rate, body temperature, and emotions based on facial expressions (happy, sad, disgusted, and scared). Recently, the use of virtual reality (VR) environments has become popular for testing the effects of context on the sensory experience. Sensory analysis of foods, beverages, and packaging will need to incorporate quantitative aspects of culture, behavior/mood, and environment, which require novel approaches. This Special Issue of Foods aims to provide a deeper understanding of novel techniques to measure the different sensory, emotional, and physiological responses toward different foods, beverages, and packaging. Besides, submissions that incorporate the use of novel instruments such as virtual reality, augmented reality, video/image analyses, and other innovative procedures are particularly encouraged.



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Special Issue



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Prof. Dr. Arun K. Bhunia

1. Department of Food Science,
Purdue University, West
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2. Department of Comparative
Pathobiology (Courtesy), Purdue
University, West Lafayette, IN,
USA

Message from the Editor-in-Chief

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Foods Editorial Office
MDPI, St. Alban-Anlage 66
4052 Basel, Switzerland

Tel: +41 61 683 77 34
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