



foods



an Open Access Journal by MDPI

Food Experiences across the Extended Reality (XR) Spectrum: Applications in Sensory and Consumer Science

Guest Editor:

Dr. Qian Janice Wang

Department of Food Science,
Aarhus University, Aarhus,
Denmark

Deadline for manuscript
submissions:

closed (5 May 2023)

Message from the Guest Editor

Dear Colleagues,

The use of immersive technologies is becoming more popular than ever in sensory and consumer science, not only offering researchers the opportunity to enhance the contextual validity of traditional lab-based research but also giving researchers' imagination free rein to create novel experiences. Extended reality (XR) is thus an umbrella term that includes virtual reality (VR), augmented reality (AR), and mixed reality (MR).

In this Special Issue of *Foods*, our aim is to gather all the new information in this field, including but not limited to new technology and interactions, decision making, sensory perception, eating behavior and appetite, ethics of XR experiences, and applications of XR in the fields of health, wellbeing, customer experiences, education, sustainability, etc.

We invite researchers from diverse fields of food science, psychology, human–computer interaction, neuroscience, design, clinical medicine, marketing, anthropology, etc. to contribute original and unpublished research and review articles on this topic.



mdpi.com/si/101350

Special Issue



foods



an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Arun K. Bhunia

1. Department of Food Science,
Purdue University, West
Lafayette, IN, USA

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

Message from the Editor-in-Chief

Foods (ISSN 2304-8158) is an open access and peer reviewed scientific journal that publishes original articles, critical reviews, case reports, and short communications on food science. Articles are released monthly online, with unlimited free access. Currently, *Foods* has been indexed by the Science Citation Index Expanded (SCIE - Web of Science), PubMed, and Scopus. Our aim is to encourage scientists, researchers, and other food professionals to publish their experimental and theoretical results as much detail as possible. We therefore invite you to be one of our authors, and in doing so share your important research findings with the global food science community.

Author Benefits

Open Access: free for readers, with [article processing charges \(APC\)](#) paid by authors or their institutions.

High Visibility: indexed within [Scopus](#), [SCIE \(Web of Science\)](#), [PubMed](#), [PMC](#), [FSTA](#), [AGRIS](#), [PubAg](#), and [other databases](#).

Journal Rank: JCR - Q1 (*Food Science & Technology*) / CiteScore - Q1 (*Health Professions (miscellaneous)*)

Contact Us

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

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/foods
foods@mdpi.com
[X@Foods_MDPI](#)