

## Special Issue

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

### Message from the Guest Editor

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 to contribute original and unpublished research and review articles on this topic.

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### Guest Editor

Dr. Qian Janice Wang

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### Deadline for manuscript submissions

closed (5 May 2023)



## Foods

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## About the Journal

### 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.

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### Editor-in-Chief

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