# A Look to the Future

A Pangborn seminar organized and presented by Early Career Researchers  
10.30 – 13.00, 28th July  
Moorfoot Room, EICC

## Schedule

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<th>Time</th>
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| 09:00-10:00     | Registration  
Room: Strathblane hall                                               |
| 10:00-10:15     | Introduction by Chairmen  
Mikel Cirkus, Firmenich, USA  
Lisa Methven, University of Reading, UK |
| 10:15-10:45     | The future of sensory science in the mind of the early career researcher: A series of one-minute reflections by researchers in the field |
|                 | [ECR_V_01] Facial affective response to food with friends and strangers  
E. Nath*, P. Cannon, M. Philipp, Massey University, New Zealand     |
|                 | [ECR_V_02] The sustainability effect: consumers’ perception on the use of byproducts from the wine industry as novel ingredients in yogurt  
M. Irondo-DeHond*, P. Varela, M. del Castillo, E. Migueleñez, Instituto Madrileño de Investigación y Desarrollo Rural, Spain, Instituto de Investigación en Ciencias de la Alimentación (CIAL-CSIC), Spain, Nofima AS, Norway, Instituto Madrileño de Investigación y Desarrollo Rural, Agrario y Alimentario (IMIDRA), Spain |
|                 | [ECR_V_03] Fast profiling of potato chips - sorting with experts vs. cata with consumers  
V. Ruppert*, L. Oberrauter, M. Svensson, M. Mihnea, RISE, Sweden, TU Graz, Austria |
|                 | [ECR_V_04] Crossmodal associations between colour, shape and perceived healthiness of yoghurt containers in UK, US, and Chinese consumers  
D. Li*, D. Byrne, Q. Wang, Aarhus University, Denmark, Sino-Danish Center for Education and Research – University of Chinese Academy of Sciences, China, Oxford University, United Kingdom |
|                 | [ECR_V_05] Development and validation of the SQC (Sensory quality control) questionnaire  
O. Onojakpor*, H. De Kock, University of Pretoria, South Africa |
|                 | [ECR_V_06] Story priming - the controlling factor?  
O. Wright-Jones*, L. Hewson, M. Cullingworth, PepsiCo, United Kingdom |
|                 | [ECR_V_07] Self-reported use of flavored e-cigarettes and the type of e-cigarette devices used among adults and youth in the US—Results from Wave 3 of the Population Assessment of Tobacco and Health Study (2015–2016)  
L. Schneller, M. Bansal-Travers, M. Goniewicz, S. McIntosh, D. Ossip, R. O’Connor, Roswell Park Comprehensive Cancer Center, USA, University of Rochester Medical Center, USA |
|                 | [ECR_V_08] |

* indicates the presenter
Individual differences in preferred context to have a cocktail: a multidimensional approach
L. Pierguidi1, S. Spinelli1, C. Dinnella1, S. Tatti2, C. M. Gregori1, E. Monteleone1, 1DAGRI - University of Florence, Italy, 2Davide Campari Milano S.p.A., Sesto San Giovanni (MI), Italy

[ECR_V_09]
Bread or beer: What is tweeted on gluten-free
P. Puerta1, L. Laguna1, L. Vidal2, G. Ares2, S. Fiszman1, A. Tárrega1, 1Institute of Agrochemistry and Food Technology (IATA-CSIC), Spain, 2Universidad de la República, Uruguay

[ECR_V_10]
Can emojis measure emotions? An explorative study analyzing the meaning of food-related emojis in pre-adolescents
J. Sick*, S. Spinelli, C. Dinnella, E. Monteleone, University of Florence, Italy

[ECR_V_11]
Chinese consumer’s trust and purchase intention of infant formula
T. Lu1, S. Chen2, L. Shan1, P. Wall1, 1University College Dublin, Ireland, 2China National Center For Food Safety Risk Assessment, China

[ECR_V_12]
From disgusting to delicious: overcoming barriers towards entomophagy among Danish consumers
P. Videbaek*, K. Grunert, Aarhus University, Denmark

[ECR_V_13]
Characterizing consumer emotional response to milk packaging guides interpretation of acceptability and purchase intent
E. Clark*, S. Duncan, J. Lahne, S. O’Keefe, M. Bell, D. Gallagher, Virginia Polytechnic Institute and State University, USA

[ECR_V_14]
Understanding the relationships between consumer astringency ratings and oral physiology measures
S. Olarte M.*,1, L. Flammer2, S. Baier3, S. Wang1, M. Gebremariam1, O. Deshmukh1, J. Stokes1, H. Smyth1, 1The University of Queensland, Australia, 3Independent, USA, 3PepsiCo, USA

[ECR_V_15]
Smelling is thinking! Conceptualization, measurement and application of SMEL (Scent Message Elaboration)
A. Dabrowska-Leszczynska*, F. Morhart, S. Czellar, University of Lausanne, Switzerland

10:45-11:15
Refreshment break
Room: Kilsyth

11:15-12:55
Impact of ECR research on the future of sensory science: 8-minute flash presentations (by poster holders)

[ECR_F_01]
Personality traits and bitterness perception influence the liking and intake of pale ale style beers
M. Higgins*, J. Hayes, The Pennsylvania State University, USA

[ECR_F_02]
Promoting 11 – 13 year old children’s food literacy through a community of practice; case studies from an experiential sensory-based theme course on fish in a school setting
R. Højer*1,2, M. Frøst1, 1University of Copenhagen, Denmark, 2University College Absalon, Denmark

[ECR_F_03]
Combining sensory techniques over multiple sips provides better insights into consumer consumption experiences
M. Weerawarna N.R.P.*, J. Godfrey, A. Ellis, J. Hort, Massey University, New Zealand

[ECR_F_04]
<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Authors</th>
<th>Institutions</th>
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<tr>
<td>[ECR_F_05]</td>
<td>The taste of a label: do visual sensory cues on a wine label impact the sensory taste of the wine?</td>
<td>D. Esau*</td>
<td>University of British Columbia, Canada</td>
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<td>[ECR_F_06]</td>
<td>Sweet liking may pair with sour tolerance</td>
<td>M. Wierenga¹, S. Janetsian-Fritz², B. Oberlin², M. Dzemidzic², D. Kareken², C. Running*²</td>
<td>Purdue University, USA, Indiana University, USA</td>
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<td>[ECR_F_07]</td>
<td>New factors from the food choice questionnaire and demographic differences in the context of industrialized food purchase</td>
<td>M. Viana*¹, M. Medved¹, B. Aragão¹, S. Alfinito¹</td>
<td>University of Brasilia, Brazil, Sebrae, Brazil</td>
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<tr>
<td>[ECR_F_08]</td>
<td>Mapping the tongue: a novel approach to explore cross-cultural differences in chemosensory perception</td>
<td>C. Cattaneo*¹, J. Liu², J. Sporring², A. Bech³, E. Pagliarini¹, W. Bredie²</td>
<td>University of Copenhagen, Denmark, Arla Foods AMBA (DC) and Arla Foods Ingredients, Denmark</td>
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<td>[ECR_F_09]</td>
<td>A dash of virtual milk: Altering product colour in virtual reality influences flavour perception of cold-brew coffee</td>
<td>Q. Wang*¹, J. Geddes³, R. Meyer³, S. Waters³, D. Zendle³</td>
<td>Aarhus University, Denmark, York St John University, United Kingdom</td>
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<td>[ECR_F_10]</td>
<td>The effect of chewing and oral lubrication on snack intake</td>
<td>E. Krop*¹, M. Hetherington¹, S. Miquel²</td>
<td>University of Leeds, United Kingdom, Mars Wrigley Confectionery, USA</td>
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<td>[ECR_F_11]</td>
<td>Variations in sensory perception of, and emotional responses to, tomato soup as a function of serving/consumption temperature</td>
<td>A. Singh*, H. Seo</td>
<td>University of Arkansas, USA</td>
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12:55-13:10 Wrap up