

# Postgraduate Course

## Sensory Perception & Food Preference: The role of context

Wageningen, The Netherlands, 3-6 April 2018



### AIM OF THE COURSE

The aim of this advanced course is to acquire expertise regarding the major determinants of food preferences and intake: sensory perception and the role of context; to obtain knowledge and experience in different methods on how to measure (and analyse) these aspects.

### COURSE DESIGN

The course will be mainly composed of lectures with ample opportunity for discussions. There will be short presentations of the research plans of the participants, a tour through the facilities of Human Nutrition with respect to sensory/consumer/nutrition behaviour, as well as a workshop/demo on various methods to measure and analyse behavioural responses to food products. During the week we will move from fundamental science and experimental lab settings towards more real-life test methods and consumer insights.

### PARTICIPANTS

The course is at graduate level and aims at food scientists, nutritionists and other sensory- or consumer behaviour-related professionals.

The course may be valuable for PhD's working on a PhD related to eating or consumer behaviour, or sensory perception, and for those working in the food industry.

### PROGRAMME TOPICS

- the role of sensory perception in food preferences
- food perception and sensory responses in the brain
- individual variation and consumer segmentation in sensory science and eating behaviour
- context influence on perception and eating decisions
- different methodology of measuring food preferences, emotions, and behaviour
- multisensory perception and experience
- an industry perspective on the role of context for consumer science and product development
- marketing and consumer insights on the importance of context (e.g. nudging)

### COURSE LECTURERS & ORGANIZERS

#### Lecturers:

- Dr H.L. Meiselman**, Senior Research Scientist (retired), Natick Labs, USA  
**Dr R. Holland**, Radboud University Nijmegen, Behavioural Science Institute; University of Amsterdam, Social Psychology  
**Dr H.N.J. Schifferstein**, TUDelft, Department of Industrial Design  
**Dr M. Veltkamp**, FrieslandCampina Innovation Center  
**Dr E.H. Zandstra**, Unilever R&D Vlaardingen

#### Wageningen University & Research:

- Prof. C. de Graaf**, Human Nutrition  
**Dr G. de Jager**, Human Nutrition  
**Dr E. van Kleef**, Marketing and Consumer Behaviour  
**Dr G. Dijksterhuis**, Food & Biobased Research  
**Dr P.A.M. Smeets**, Human Nutrition; Utrecht University, Image Sciences Institute

#### Workshops, tour:

**Dr L. Loijens**, Noldus Information Technology by

#### Organization:

#### Wageningen University & Research:

**Dr Sanne Boesveldt** (Course director), Human Nutrition  
**Eva Oudshoorn, MSc**, The Graduate School VLAG

### COURSE FEE <sup>1</sup>

VLAG / WU PhD candidates	€ 200
All other PhD candidates	€ 500
Postdocs, and other academic staff	€ 700
Participants from the private sector	€1600

<sup>1</sup> includes materials, lunches/tea/coffee and one dinner.

### REGISTRATION AND INFORMATION

[www.vlaggraduateschool.nl/en/courses/course/sens18.htm](http://www.vlaggraduateschool.nl/en/courses/course/sens18.htm)

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