

Experimental & Behavioral nutrition

- real foods, fake foods or virtual foods?

Friday March 14, 2014, 10:00 – 12:00

Aalborg University AC Meyersvænge 15, Sydhavn



Food behavior is increasingly studied experimentally in fields such as public health nutrition, health promotion and consumer science. As a result different research groups across Europa have set up food labs that are able to accommodate and stage such experiments. This seminar presents 2 different approaches to experiments that aims at imitating food choice in out of home eating settings such as buffets: one using fake foods based on experiences from ETH Zurich Technical University and one based on real foods based on the experiences in the AAU FoodScapelab (www.foodscapelab.aau.dk). Finally the AAU Multi Sensory lab presents a 3rd variant – a prototype on a virtual buffet that can imitate food on the screen

- Tamara Bucher – studying food choice in the lab with fake foods
- Armando Perez Cueto – doing behavioral nutrition studies in the FoodScapelab
- Lars Reng/Stefania Serafin/Michal Dobroczyński – choosing virtual foods on the virtual buffet
- *Introduction and moderator:* Bent Egberg Mikkelsen

Fee: 150 DKR

[Registration and payment](#)

Deadline for registration: march 11

[How to get there](#)

Students participate without charge: Register [here](#). Please register name AND email!

