Sensory Evaluation Division

Recent Trends in Sensory and Consumer Science

Thursday, June 4
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Chair: **Seung-Joo Lee** (Sejong University, Korea)

D12-1 15:00-15:40
How Should We Prepare and Present Samples for Accurate Sensory Results?
Kwang-Ok Kim (Ewha Womans University, Korea)

D12-2 15:40-16:25
How Can We Better Understand Motives Underlying Consumers' Food Choices? An Overview of Recent Methodological Developments
Gastón Ares (Universidad de la República, Uruguay)

Chair: **Jae-Hee Hong** (Kookmin University, Korea)

D12-3 16:30-17:15
You're Taking It Out of Context: Using Immersive Technologies to Improve Traditional Consumer Sensory Testing
Christopher T. Simons (Ohio State University, USA)

D12-4 17:15-17:45
Another Way to Measure Like and Dislike Percepts in Consumer Acceptance Testing
Han Sub Kwak (Dankook University, Korea)