

Conference summary in tweets – EuroSense2020

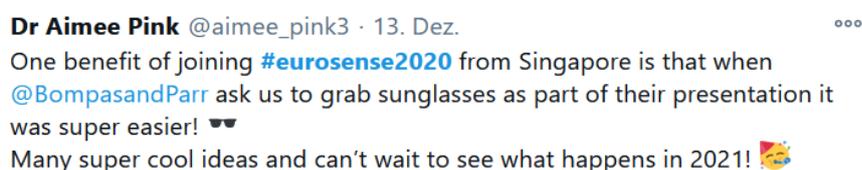
“We are where the action is”

From Sunday, the 13th to Wednesday the 16th of December 2020, over 700 people attended the first virtual EuroSense conference. The conference was hosted by Kees de Graf and Betina Pequieras-Fizman from Wageningen University. With around 150 posts, the attendees commented about the ongoing conference via Twitter, using the hashtag #eurosense2020. Here is an edited and commented version of the twitter stream, a so called twittary.

Entering the conference, setting up a profile and switching between sessions – all went quickly and smoothly. Kees de Graf and Betina Pequieras-Fizman opened the conference in a comfy setting, with a (virtual) open fire in the background, a Christmas tree on the table and “Glühwein” in their hands. One attendee tweeted, “Attending a conference in my pj’s”, summarizing the relaxed setting of an online conference.



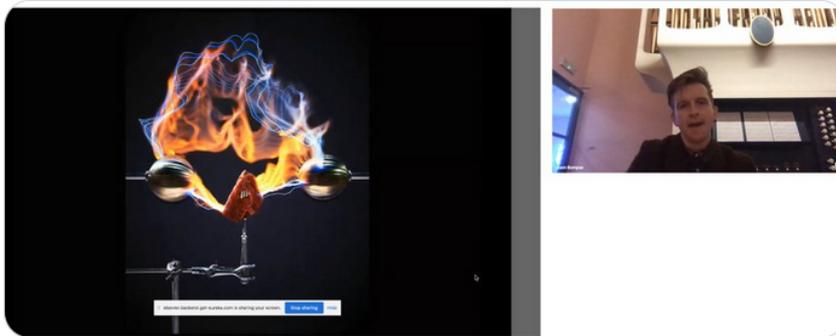
The attendees tuned in from all over the world, from Singapore to Australia, from the USA to South Africa. For some attendees it was in the middle of the night.



The Future of Food

The first keynote speaker, Sam Bompas, talked about what we would eat in 10 years. He took the audience through some of the hottest future trends. Some of them – such as grilling by lightning – probably won't make it into the next decade, but in general, food and eating – fueled by social media – could gain even more of an event character that invigorates all the senses. And: 3D food printing will gain in importance.

ESN @esn_network · 13. Dez. ⋮
 What are we going to eat in 10 y? @BompasandParr talks about innovation at #eurosense2020 . Burgers & Pizzas, sure. But what about cooking with plasma? Nihilistic Baking? Steaks fried by lightning? Dancing desserts? Inspiring talk. 🤪🧠 Who will win the whisky 4 best question???



In the next keynote, Suzanne Higgs from the University of Birmingham took us through a tour de force of the food-brain-connection. She addressed – from a neuroscience point of view – what sensory researchers experience everyday while testing consumers: How we value food depends on many variables and taste is just one of them.

ESN @esn_network · 13. Dez. ⋮
 While we figure out the overall value of food our brain is processing a lot of input. Taste, health, price, social norms come into play. The prefrontal cortex plays a crucial role in the integration, working memory is an important mediator. Thanx 2 Suzanne Higgs at #eurosense2020

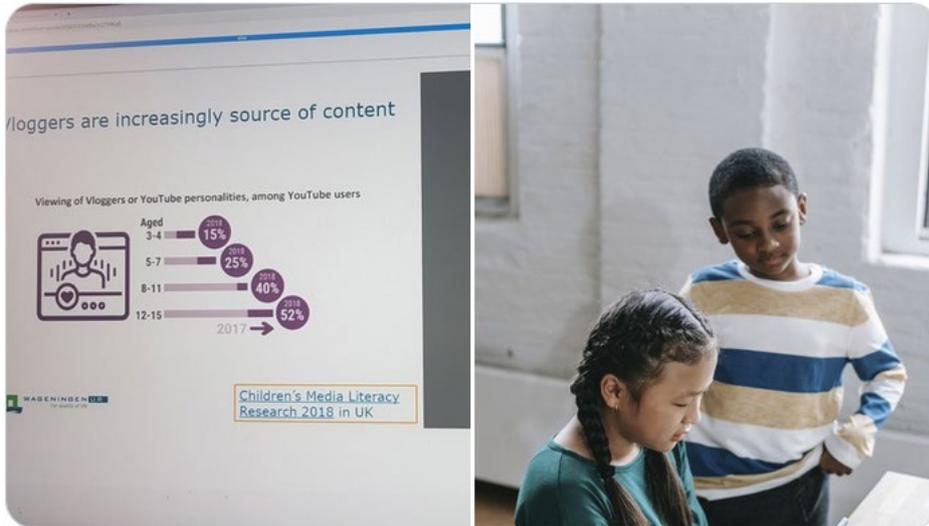


On day 2, Ellen van Kleef from Wageningen University introduced us to the influence of Social Media on food choice in teenagers. Social Media (SoMe) has a huge impact on teenagers. Could it be used to make them eat healthier?

ESN @esn_network · 14. Dez.

...

Social media has changed the way teenagers r influenced to purchase #unhealthyfood. Most kids don't notice they are watching an ad on SoMe. -> regulations needed & nudging 4 healthier food. Nudging works, but difficult! Thanks to Ellen van Kleef for her keynote at #eurosense2020.

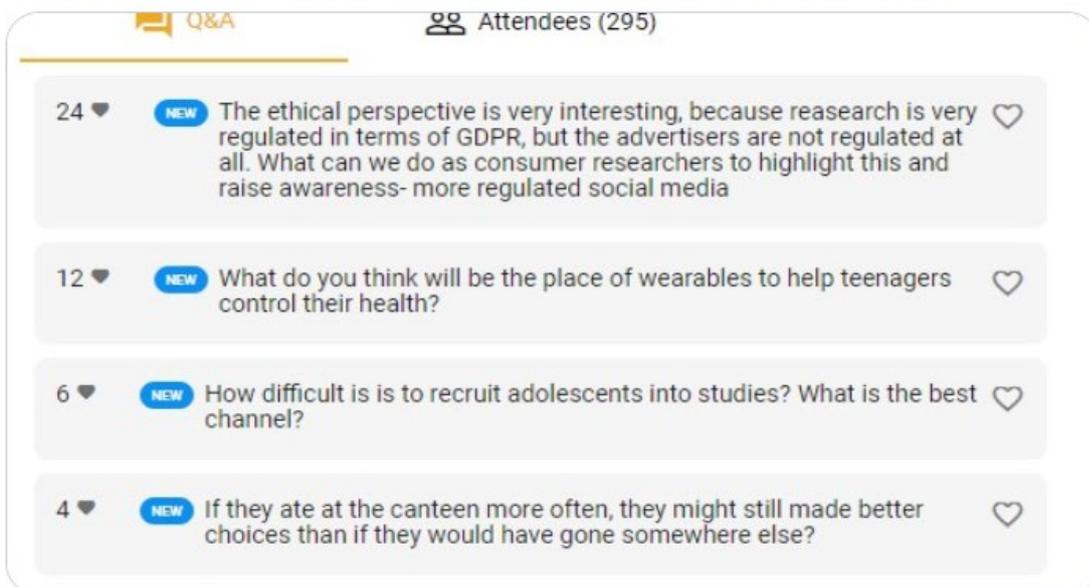


The question-and-answer tool, with which everybody could pose questions online during and after a talk, proved to be a fantastic way to interact with one another. The questions were then discussed later. Some of the questions and comments highlighted important aspects of the presented data. It would be great to transfer this tool to the next "real" conference.

Paula Varela Tomasco @TomascoVarela · 14. Dez.

...

#eurosense2020 Very interesting discussion on ethics of advertising in social media and what we can do as consumer researchers to "fight" this



Later that day we used the refreshment break to make people aware of poster presentations by our members, for example:

ESN @esn_network · 14. Dez. ...
We want to highlight some of the presentations of our members at [#eurosense2020](#). EG: Development of protein-enriched foods tailored to the nutritional needs of older adults (poster I, 16:25, @uni_copenhagen). How to make healthier food + being climate-friendly! [#seniors](#) [#food](#)

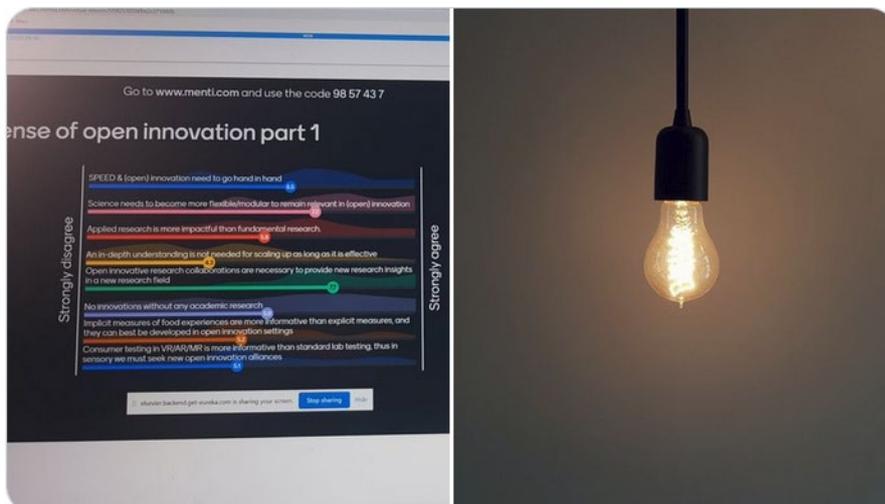


After the keynote, attendees had to decide between three parallel workshop sessions. But the decision wasn't as hard as usual because each session was recorded and could be visited at another time in the following four weeks. This is another helpful feature that should be implemented during "live" as well as online conferences (it is already used at big conferences).

Open innovation

At the workshop session about "open innovation", the session chair Stefanie Kremer (Friesland Campina) emphasized what needs to happen to create new and healthier products.

ESN @esn_network · 14. Dez. ...
Impressed by the talk of Stefanie Kremer about [#openinnovation](#) in sensory & consumer science. Combine academic & industry research, marketing, innovative techniques  create new products / healthier eating. Uni & industry partnership crucial. (And @ the core of ESN) [#eurosense2020](#)



Prof. Lisbeth Zandstra, who works at the Unilever Innovation Center as well as at Wageningen University, gave an example of how partnerships between industry and universities can push important research forward.

ESN @esn_network · 14. Dez.

Prof. Lisbeth Zandstra shows how [#saltreduction](#) in a food product can go unnoticed by the consumers and therefore save lives. Not so easy to do the same with sugar though. [#eurosense2020](#)



At the European Sensory Network, we had already started a few years ago to investigate the role of Virtual Reality in consumer testing. At the last EuroSense, we organized a workshop around the topic. During EuroSense 2020, VR seemed to attract less of a buzz. But even when it has lost some of its novelty appeal, VR applications have made their way into sensory and consumer research. Daisuke Kaneko from Kikkoman Europe R&D Laboratory (situated near Wageningen University) gave an impressive example of this.

ESN @esn_network · 14. Dez.

According to Daisuke Kaneko & Lex Toet, emotion measurements (eg via EmojiGrid) and [#VR](#) testing is getting more and more important in sensory and consumer research at [#eurosense2020](#). (emojigrid: frontiersin.org/articles/10.33...)



Before and after the open innovation workshop, the audience was asked via menti.com to answer a couple of questions related to the topic. Did their opinions change because of the presentations?

The results showed that for some questions the disagreements seemed to have become even more pronounced. While a part of the audience thought that innovations should always go hand in hand with academic research, another part of the audience disagreed.

From consumers to co-creators – new trends in product development

After the flash poster session, the afternoon sessions started. Let's peek into the workshop "Consumers' involvement towards future food systems", chaired by Paula Varela (Nofima). Mari Sandell from the University of Turku presented a project that involved citizens in food innovation.

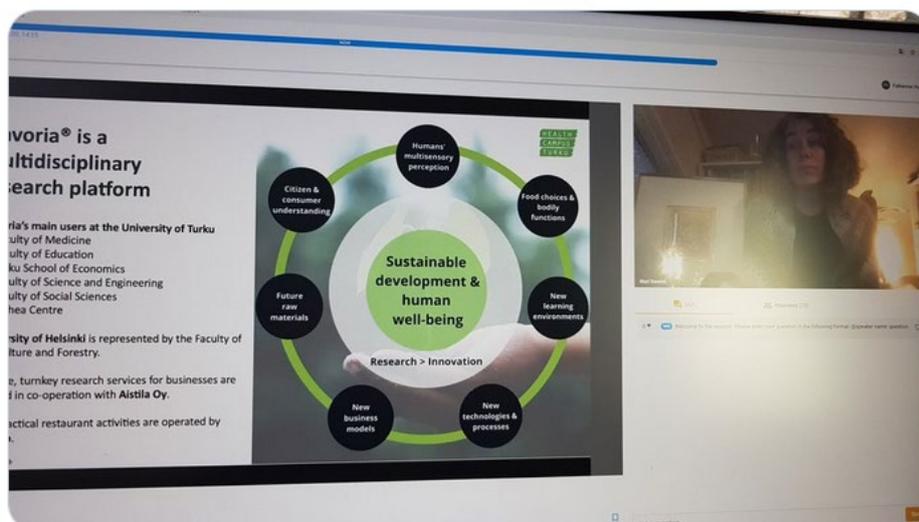
It is called [Flavoria®](#), and reminded some people of the Restaurant of the Future at Wageningen. It brings together five faculties from the University of Turku (Medicine, Education, Social Science, Science and Engineering, Economics). Their website describes "Flavoria® as "a multidisciplinary research platform at the University of Turku that can be used for producing new scientific knowledge and consumer understanding for the sustainable development of both society and business."

Daide Giacalone @Daide_Giac · 14. Dez. ⋮

Listening to a very interesting presentation by @Sensorymari talking about the possibilities for #consumer research and co-creation activities through @UniTurku's #Flavoria platform - great stuff.
[#eurosense2020](#) [#sensory](#) [#food](#) [#innovation](#)

ESN @esn_network · 14. Dez. ⋮

Great project. #Flavoria engages consumers in research & food innovation. It's a restaurant, café, #multisensory lab & research platform. There is even an app to follow up on food choices. Talk by Mari Sandell from ESN mbr Univ Turku. [#eurosense2020](#) [flavoria.fi/en/front-page/](#)



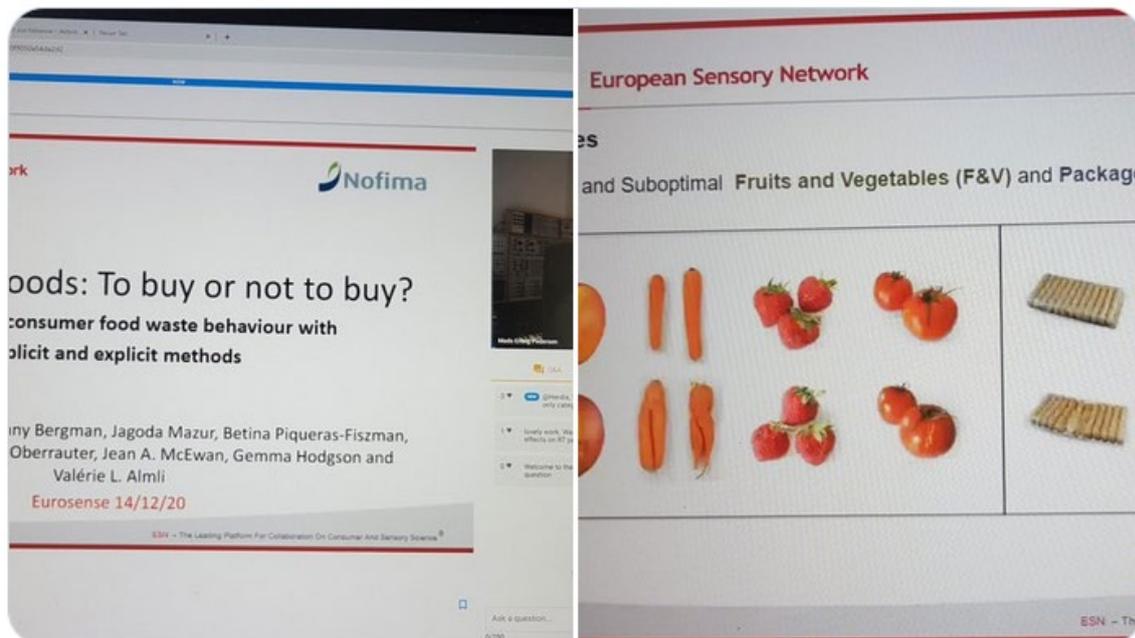
Many of the participants who viewed the inspiring presentation would have certainly enjoyed seeing this new center/restaurant with their own eyes. That desire will become reality. The next EuroSense will take place in Turku, Finland. Mari Sandell's talk served as a good introduction to the vibrant sensory scene in Finland and whetted our appetites.

Usually, if you want to switch sessions during a live in-person conference, you leave the lecture hall on your tiptoes and try to find the other lecture hall. On the way to the escalator, you meet a colleague and you chat for a while. By then you have forgotten which way to turn, and you get lost. Finally, you make it to the desired hall, but the talk is already half over.

Not so at an online conference. You click twice, and you sit in a parallel session. That makes it much easier to do session-hopping without getting stressed. That is exactly what we did, since in the parallel session, “implicit measures”, Mads Pedersen (Nofima) was going to present the latest ESN-funded study.

ESN @esn_network · 14. Dez.

Thanks to Mads Pederson for presenting the ESN-funded research on food waste at #eurosense2020. 🙌 People don't like to buy "bruised" fruits or other suboptimal foods/packages. Compared to quality seekers, budget eaters show positive implicit associations to suboptimal fruit &...



...veggies. A low-price strategy on suboptimal fruits and vegetables may appeal to consumers in the budget eater segment.

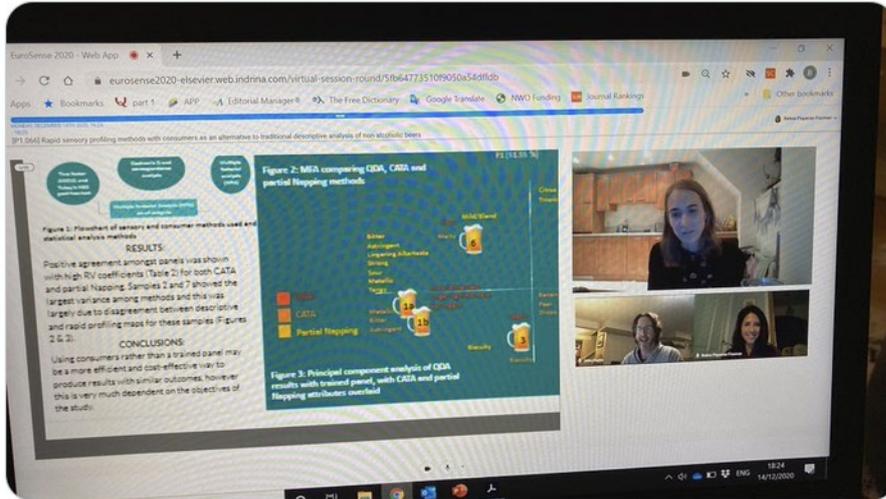
Over 400 people viewed the tweet. At ESN, we are proud that we attract such dedicated and brilliant researchers.

For two hours in the late afternoon, the attendees had the chance to visit the virtual poster sessions. Just as in “real life”, you could bump into other participants.

Betina P-F @Betina_PF · 14. Dez.

ooo

Visiting posters you can bump into buddies, and make new buddies too. E.g., @Imogen_Ramsey1 was telling @TasteProf and me about her PhD work on beer perception (which is highly inspiring at CET)! 🍺 Great work! Make sure you visit posters too! #eurosense2020



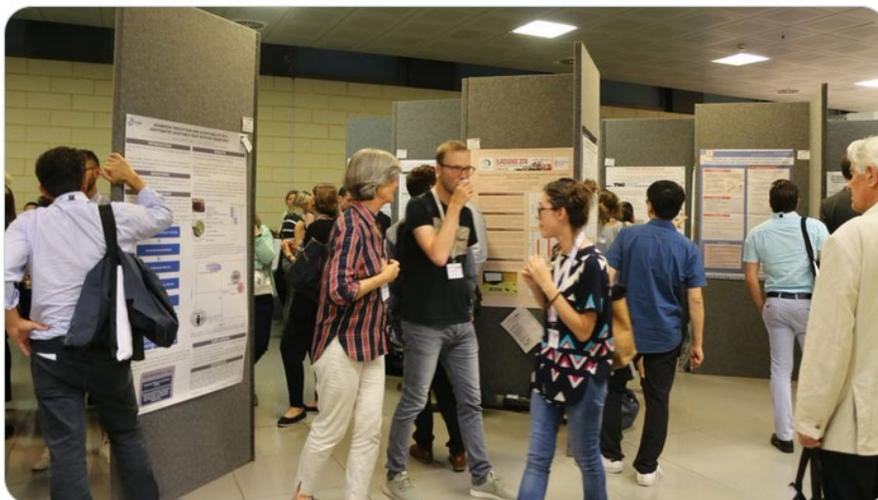
Yet, the poster sessions were missing some of the hustle and bustle of a real-life conference. Also, it can be difficult to stay concentrated when you are listening to virtual talks and staring nonstop at a screen all morning. The desire to visit posters at the end of a full day is probably less than in a live conference.

To remind everybody about the good old pre-Covid times, we posted a photo of the poster session at EuroSense 2018. But that just caused confusion, since some followers thought the conference was really taking place in Rotterdam, despite the pandemic.

ESN @esn_network · 14. Dez.

ooo

The poster session at #eurosense2020 is about to start. Here are some recommendations (presentations from our members): ➡ Enhancing the #predictive power of Sensory and Consumer Research on #product success; by ESN research chair Lise Dreyfuss (SAM) P1.209 (14 Dec.16.25-18.25).

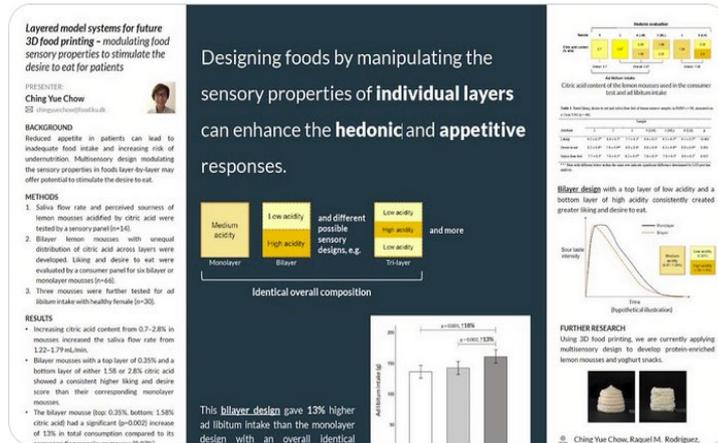


Just a reminder that 3D food printing is having an impact. Ching Yue Chow, Wender Bredie and colleagues from the University of Copenhagen showed that a bilayer lemon mousse with unequally distributed citric acid could increase consumption compared to a simpler mousse, therefore stimulating food intake in patients. The research group is currently experimenting with using 3D food printing to develop protein-enriched lemon mousses and yogurt snacks.

chingyuechow @chingyuechow · 15. Dez.

#eurosense2020

We can use food layering not only to increase “the entropy of tasting” as **@BompasandParr** said, but also to stimulate the desire to eat. Come and check the poster [FP1.11] if you want to know more about sensory design and **#3Dfoodprinting**. **@koebenhavns_uni**



The nose knows

On the third day of EuroSense, Sanne Boesveldt from Wageningen University took up the cudgels for the sense of smell with her talk “The nose knows: olfactory influences on eating behavior and food navigation”. This neglected sense needs all the help it can get. Whoever has visited a conference dedicated to the sense of vision knows how skewed the public perception is of the two areas of research. In her keynote she reminded us that Humans are macrosmats, and that we are even able to smell the fat content of milk. (Apropos smell, we just published a [video](#) on feelings and fragrances.)

ESN @esn_network · 15. Dez.

The human sense of **#smell** is underestimated. Odors are important foraging behaviour, can stimulate appetite, influence what we eat. We even use them for spatial memory. How could this knowledge be used to steer ppl towards healthier eating? Sanne Boesveldt at **#EuroSense2020**



We are glad that, with over 800 views, the tweet brought some attention to the sense of smell. But, with close to 3000 views, the next tweets turned out to be the most popular in our EuroSense Twitter feed. They revolve around the topic of texture; a topic that is especially close to ESN, since we did research (including an ESN post doc project) on texture and oral processing behavior and have recently published two papers about it. We expect texture to play a growing role in sensory and consumer science.

ESN @esn_network · 15. Dez.

...

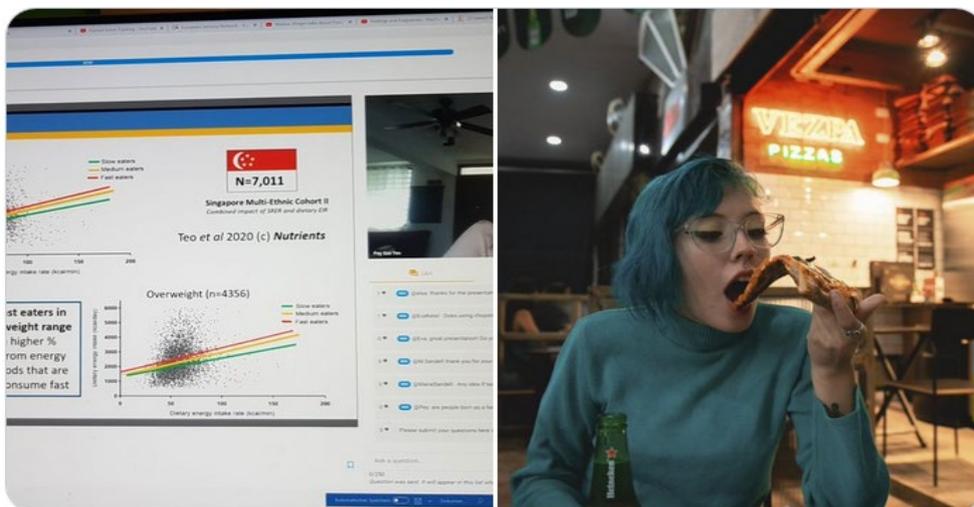
Differences in oral processing behavior - talk by Eva Ketel (ESN mbr Wageningen Univ). Chinese ppl have smaller sip & bite sizes than Dutch. Cannot be explained by dif in physiology/anatomy. Thus, culture plays a role. Trad use of chopsticks could have an influence [#eurosense2020](#)



ESN @esn_network · 15. Dez.

...

Eating fast and consuming more energy from soft-texture + energy-dense foods independently and in combination promote greater energy intakes & [#adiposity](#). Interesting research, clearly delivered presentation: Pey Sze Teo at [#eurosense2020](#).



The Fourth Industrial Revolution

After the lunch break, and visiting the posters and the exhibitions, it was time for the next keynote. The topic: How sensory and consumer scientists will thrive in the Fourth Industrial Revolution. The speaker, John Ennis (Aigora), whom we had the pleasure to have as a guest speaker at our recent ESN meeting, paints an exciting big picture of the future of sensory and consumer science.

To be part of the future, sensory experts shouldn't just try to make existing methods and approaches faster and better; they should also try out new opportunities by using new technologies that are fusing the physical, digital and biological worlds., For those interested in delving deeper into the subject, John Ennis recommended [Klaus Schwab's book](#), The Fourth Industrial Revolution.

ESN @esn_network · 15. Dez. ...

"We are where the action is" says John Ennis (Aigora) about sensory & consumer scientists at [#eurosense2020](#). Why? Because the Fourth Industrial Revolution needs sensory science to bridge the gap between the objective and subjective. Be a butterfly (not just a fast caterpillar).



Sensory research & Covid-19

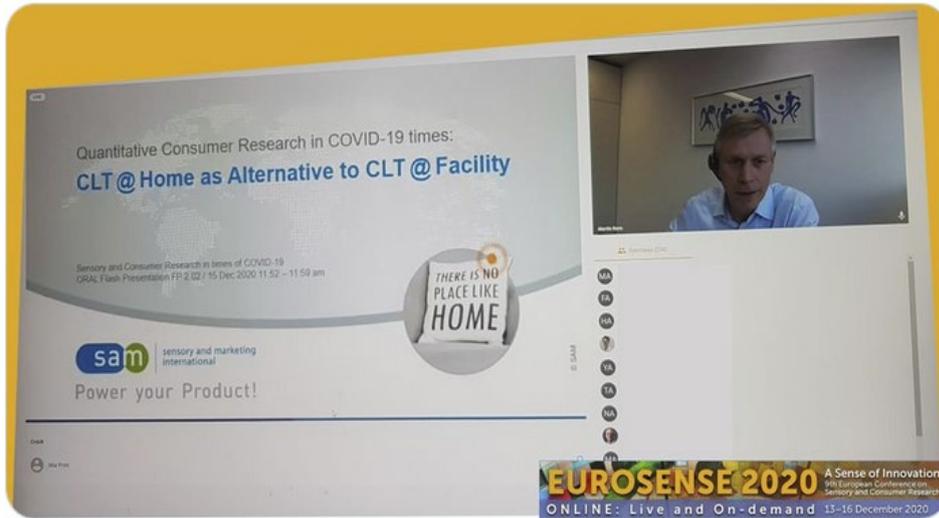
One of the afternoon workshops, "COVID-19 and sensory science: implications on perception, consumer preferences and testing", demonstrated how flexibly sensory research companies adapted to the new situation.

Martin Kern (SAM, ESN Co-Chair) laid out how his company switched seamlessly from lab to home testing. He coined the term "CLT @ Home" and used research data to confirm that the results were not hampered by the location switch. (If you want to know more about how ESN members, including SAM, adapted their research during the pandemic, visit the [video section](#) of our website.)

ESN @esn_network · 15. Dez.

ooo

Consumer research & Covid19. SAM has experience with CLT @ Home in 15 countries. 3 things to be aware of: 1. Prepare easy-to-understand study-manual for the consumer. 2. Program your software data collection and! control. 3. Check data set, remove unreliable data. #eurosense2020

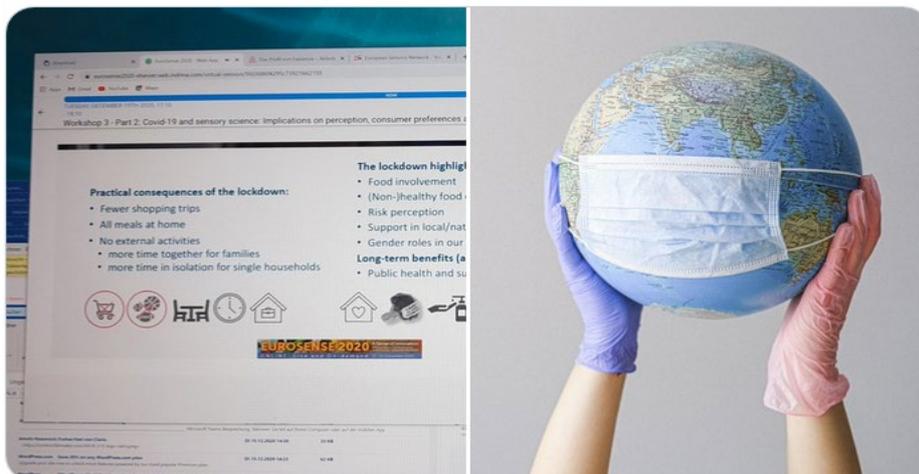


How did the average person react to the pandemic when it came to food? Valeri Almlí (Nofima) presented first results. Some good changes took place. For example, there was an uptick in the consumption of fruits and vegetables.

ESN @esn_network · 15. Dez.

ooo

1/3 of ppl (esp men > 55) didn't change their food habits during #COVID19 lockdown. Otherwise: **↑** Home cooking (Mostly women were back in the kitchen) **↓** Food waste **↑** Sweets **↑** Meals in front of screen **↑** intake of fruits/vegs in lower income ppl. Research by V Almlí (NO) #eurosense2020



During the pandemic, a group of researchers got together, formed the Global Consortium for Chemosensory Research (GCCR), and conducted and published impressive COVID-19-related research. This agile, innovative, and highly interdisciplinary research is a blueprint for future research in the sensory world.

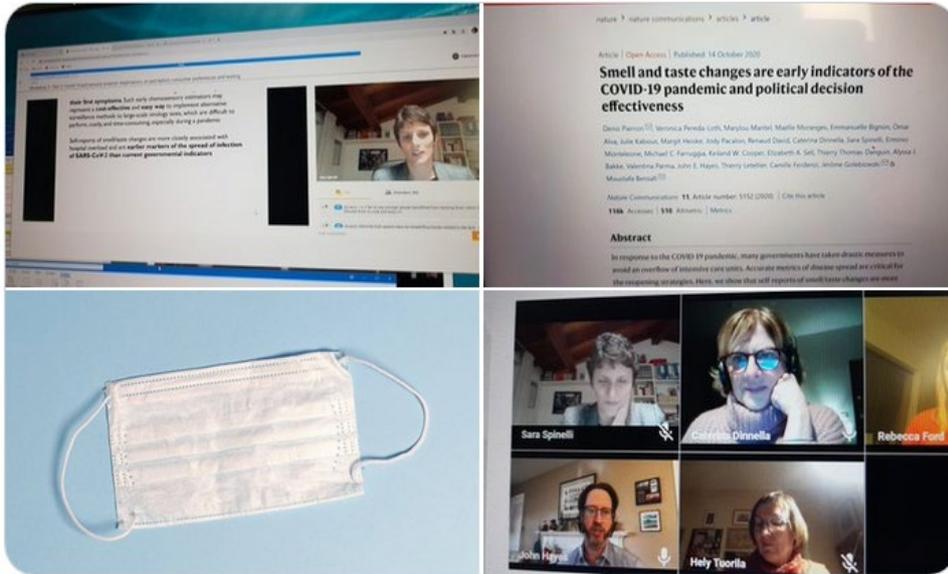
ESN @esn_network · 15. Dez.

...

Impressive work by the Global Consortium for Chemosensory Research. Olf. dysfunctions can serve as early indicator of COVID19 & as a cost-effective indicator of whether a lockdown works.

Incredible interdisciplinary group effort. More of this! @GCCChemosensoryR

 #eurosense2020



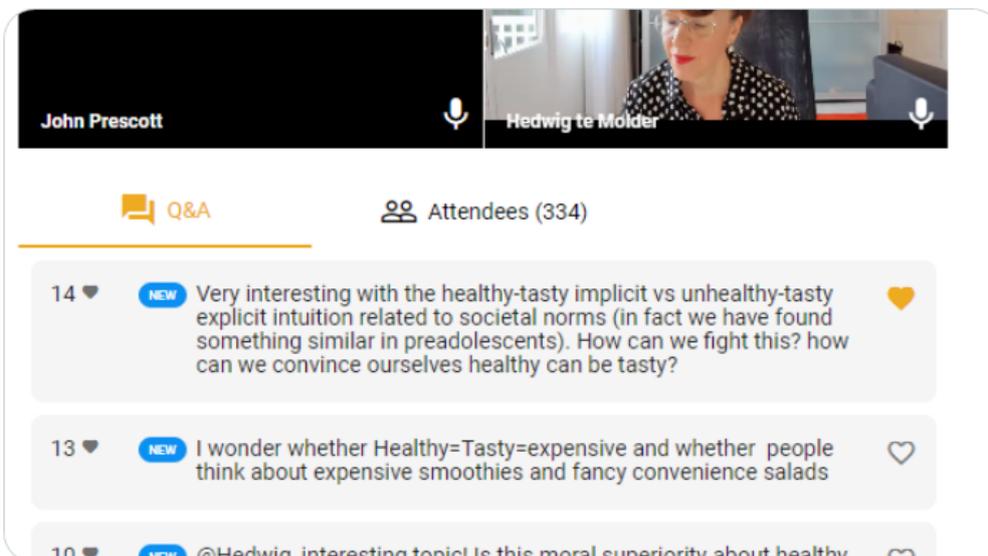
Food and Inequality

On the last day of EuroSense, Hedwig te Molder (Vrije University) addressed the important topic of healthy eating and socioeconomic status.

Paula Varela Tomasco @TomascoVarela · 16. Dez.

...

Mindblowing first plenary in #eurosense2020 by Hedwig te Molderon "On negotiating taste in children of families with lower socioeconomic status". A topic we need to tackle. How nutritional advice and considering healthy as "morally superior" can stress underprivileged families.

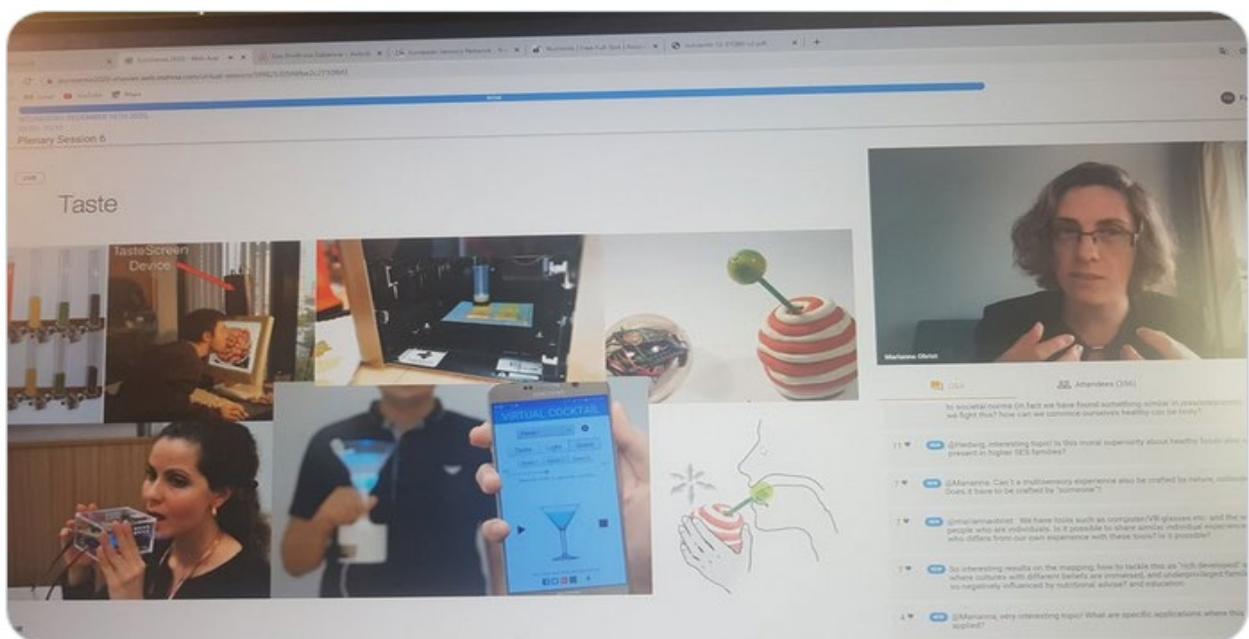


Multisensory Experiences

The next to last keynote speaker was Marianna Obrist (University College London), who spoke on the subject “Designing multisensory experiences”. For more on the subject, the book “[Multisensory Experiences](#)”, which Mariana Obrist wrote together with Carlos Velasco, is an invaluable read.

ESN @esn_network · 16. Dez.

After the stimulating keynote by Marianna Obrist at [#eurosense2020](#): who wouldn't like to spend a week in her lab trying out all these new & fascinating devices. Levitating food via ultrasound, [@o_widgets](#), Fly VR, Tree VR & more. Future tech needs to and will be [#multisensory](#).



Know the consumer better than they know themselves: implicit methods

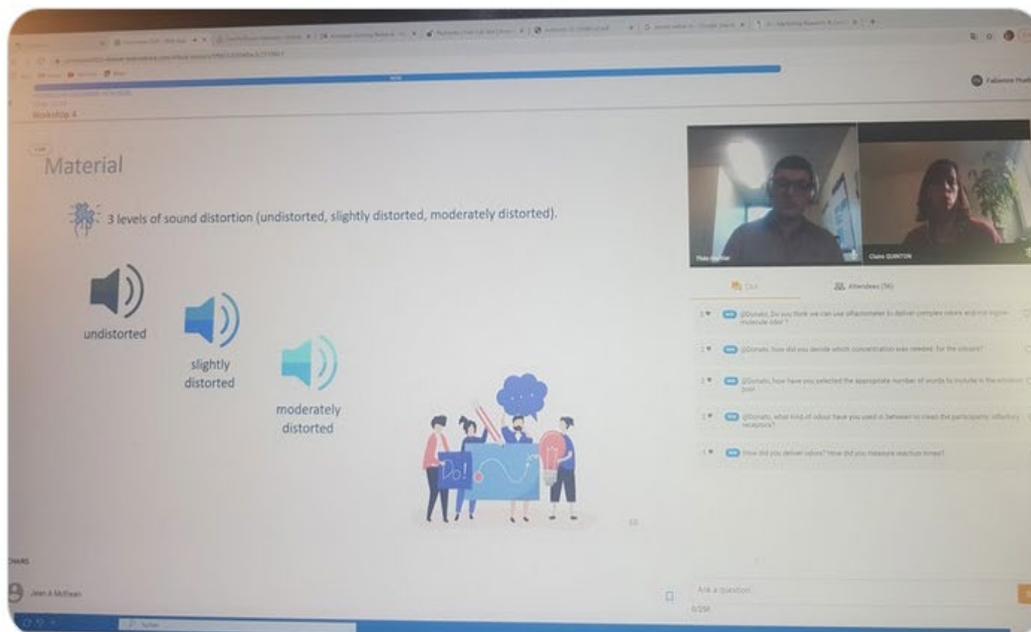
After the morning keynotes, it was time again for three parallel sessions. ESN presented the workshop “Practical application of implicit tools and adaptations to enhance their value”. The workshop was dedicated to implicit methods, a research area in which ESN and ESN members have been heavily invested for many years.

Thanks to ESN member isi, the 2020 EuroSense workshop also included a hands-on example of a two-item-forced-choice task for everybody to experience. The virtual attendees watched Donato Cereghetti (Firmenich), Théo Hertier and Claire Quinton (Merieux), Ingunn Berget (Nofima), Alexandra Kraus and Jasmin Weber (isi) present their experiences with implicit testing, or as Alexandra Kraus emphasized “semi-implicit” testing.

ESN @esn_network · 16. Dez.



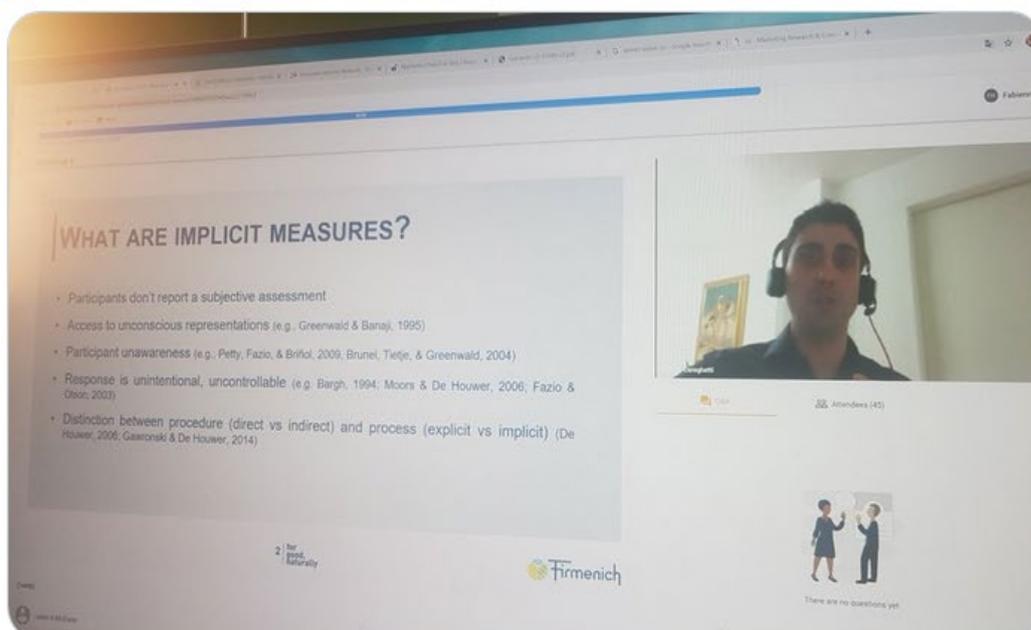
Théo Hertier and Claire Quinton (Merieux NutriSciences) present an interesting and easy to apply method to investigate implicit association for auditory stimuli via approach/avoidance task (a-VAAST). the method is grounded in the theory of [#embodiedcognition](#). [#eurosense2020](#)



ESN @esn_network · 16. Dez.



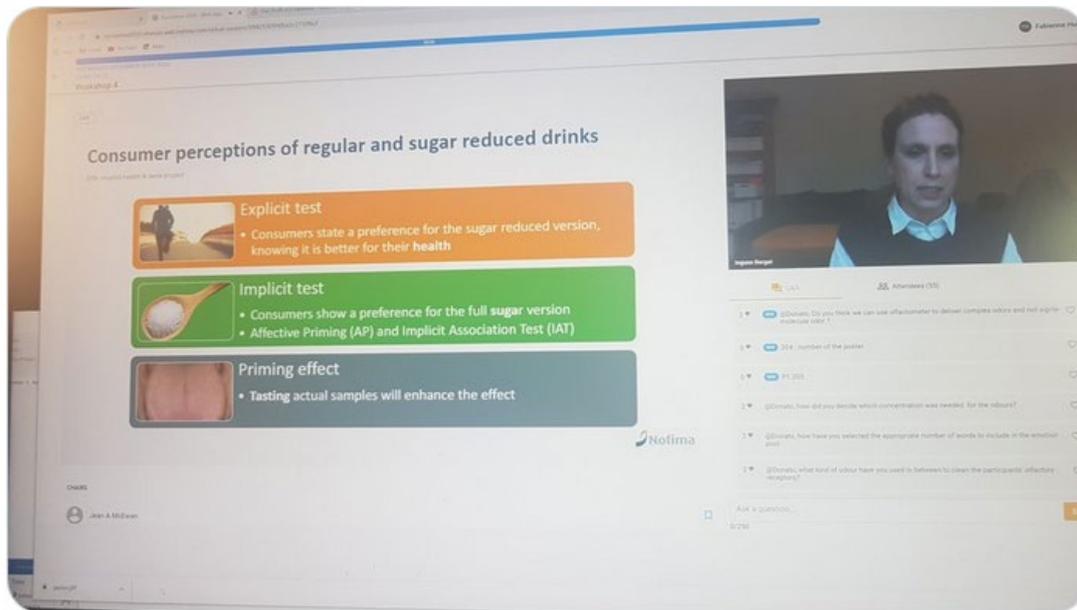
Thanks to Donato Cereghetti (@Firmenich) for giving us an overview of implicit methods. [▶](#) Olfactory implicit association test ([#IAT](#)) & [#priming](#) can measure associations between odors & emotions (not clear if the cognitive processes behind them are different). [#eurosense2020](#)



ESN @esn_network · 16. Dez.

ooo

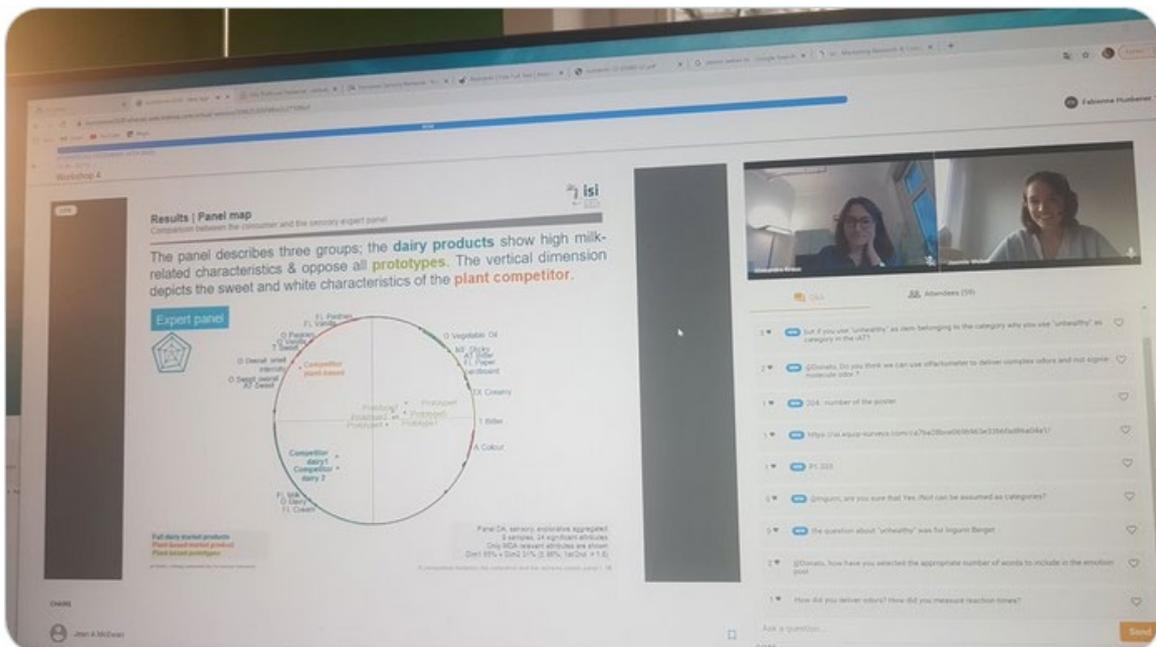
Ingunn Berget presents a study comparing explicit & implicit methods measuring differences between a sugared beverage & beverage with sweetener. Implicit measures (IAT & affective priming) did not show strong product differences. #Implicit measures are challenging! #eurosense2020



ESN @esn_network · 16. Dez.

ooo

Alexandra Kraus & Jasmin Weber (@isi_now) presented a study comparing 3 methods: CATA & 3 semi-implicit tools (yes-no forced-choice, 2 item forced-choice). (Semi)-implicit methods are promising but need careful evaluation. #eurosense2020



A Sense of Earth

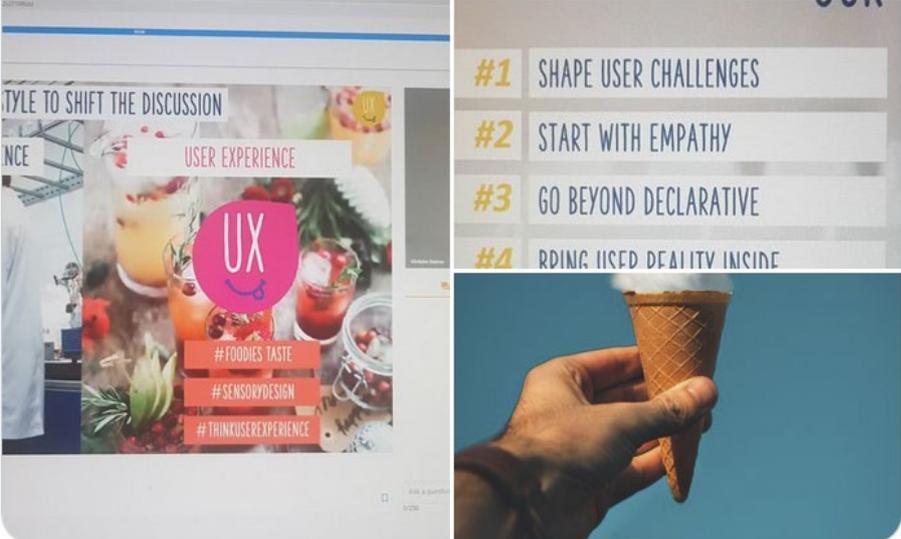
Davide Giacalone @Davide_Giac · 16. Dez. ⋮

This was a super inspiring talk! Perfect to round off [#eurosense2020](#)!

[#userexperience](#) [#cocreate](#) [#sensory](#) [#consumers](#)

ESN @esn_network · 16. Dez.

🌟 How the user can become co-creator in the process of [#productdevelopment](#). ➡ start with empathy ➡ listen to the user ➡ engage & co-design with users with an iterative spirit ➡ always go where the user is ➡ real-life superior experience. Talk by Victoire Dairou [#eurosense2020](#) 🌟



ESN @esn_network · 16. Dez. ⋮

And the topic (just announced by Mari Sandell) of [#eurosense2022](#) in Finland is: A Sense Of Earth. [#Sustainability](#), food tech, food terroir, cross-cultural research, [#citizeninvolvement](#), multisensory perception.

[#eurosense2020](#) See you there :)



This was an exceptionally well-rounded, all-encompassing and exciting conference. Hats off to the organizers.

ESN @esn_network · 16. Dez. ...

A big thanks 🙌🙌🙌 to the hosts of this first online EuroSense conference @Betina_PF & Kees de Graf from Wageningen University. It was an engaging, inspiring, & thought-provoking conference and it went surprisingly smooth considering all the technical challenges. #eurosense2020



PS: Those interested in reading a summary of EuroSense2018 please follow this link:
<https://www.esn-network.com/news/single-view/article/eurosense-summary/>

(Written December 2020, author: Fabienne Hübener)