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1 Comparing a standardized to a product-specific emoji list for evaluating food products by children

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11

12 Abstract

13 There is a growing interest in the emotional associations of children to food products in order to better
14 understand their preferences. Recently, emoji were suggested as a novel way to assess these
15 emotional associations. In this study, 172 children aged 8-11 years evaluated the emotional profile of
16 five biscuits in a check-all-that-apply task, where half of the subjects (n=87) evaluated the applicability
17 of 38 emoji obtained from a standardized emoji list, while the other half (n=85) worked with 20 emoji
18 from a product-specific emoji list. A similar average number of emoji were used by the participants for
19 the emotional profiling of the samples in both approaches. Results showed that the product-specific
20 emoji list was better able to discriminate between product samples compared to the standardized
21 emoji list. Several emoji were even discriminating between similarly liked samples when using a
22 product-specific emoji list, while only one emoji was able to discriminate between equally-liked
23 samples when using a standardized emoji list. Both approaches produced similar emotional spaces and
24 product configurations, although one needs to consider that the first dimension of the correspondence
25 analysis for the product-specific emoji list explained over 90% of the total variance against 60% for the
26 standardized list. While more research is recommended, this study indicates that a product-specific
27 emoji list could facilitate the emotional product discrimination by children.

28

29 Keywords

30 Child; Biscuit; Emoji; Check-all-that-apply (CATA); Hedonic

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