

Accepted Manuscript

Learned color taste associations in a repeated brief exposure paradigm

Molly J. Higgins, John E. Hayes

PII: S0950-3293(18)30402-6

DOI: <https://doi.org/10.1016/j.foodqual.2018.08.013>

Reference: FQAP 3562

To appear in: *Food Quality and Preference*

Received Date: 23 May 2018

Revised Date: 25 July 2018

Accepted Date: 13 August 2018



Please cite this article as: Higgins, M.J., Hayes, J.E., Learned color taste associations in a repeated brief exposure paradigm, *Food Quality and Preference* (2018), doi: <https://doi.org/10.1016/j.foodqual.2018.08.013>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Learned color taste associations in a repeated brief exposure paradigm

Molly J. Higgins^{1,2} and John E. Hayes^{1,2,*}

¹Sensory Evaluation Center and ²Department of Food Science

College of Agricultural Sciences

The Pennsylvania State University,

University Park, PA 16802

*Corresponding Author:

Dr. John E. Hayes

Department of Food Science

Pennsylvania State University

220 Food Science Building

University Park, PA 16802

814-863-7129 (voice)

jeh40@psu.edu

Running Title: Learning of color-taste pairings

Key Words: associative learning, color-taste association, semantic-free methods, bitterness, prototypical tastes

Highlights

- Induced new color-taste associations via brief exposure
- Some individuals were better at learning than others
- Preexisting color-taste associations may influence color-taste learning

Download English Version:

<https://daneshyari.com/en/article/8838400>

Download Persian Version:

<https://daneshyari.com/article/8838400>

[Daneshyari.com](https://daneshyari.com)