

## Accepted Manuscript

Measuring consumers' product associations with emoji and emotion word questionnaires: case studies with tasted foods and written stimuli



Sara R. Jaeger, Christina M. Roigard, Gastón Ares

PII: S0963-9969(18)30281-3  
DOI: doi:[10.1016/j.foodres.2018.04.010](https://doi.org/10.1016/j.foodres.2018.04.010)  
Reference: FRIN 7528  
To appear in: *Food Research International*  
Received date: 7 February 2018  
Revised date: 1 April 2018  
Accepted date: 9 April 2018

Please cite this article as: Sara R. Jaeger, Christina M. Roigard, Gastón Ares , Measuring consumers' product associations with emoji and emotion word questionnaires: case studies with tasted foods and written stimuli. The address for the corresponding author was captured as affiliation for all authors. Please check if appropriate. Frin(2018), doi:[10.1016/j.foodres.2018.04.010](https://doi.org/10.1016/j.foodres.2018.04.010)

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**SECOND REVISION**

Manuscript for submission to: *Food Research International*

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Sara R. Jaeger<sup>1\*</sup>, Christina M. Roigard<sup>1</sup>, & Gastón Ares<sup>2</sup>

<sup>1</sup>The New Zealand Institute for Plant & Food Research Limited, 120 Mt Albert Road, Private Bag 92169, Victoria Street West, Auckland, New Zealand

<sup>2</sup>Sensometrics & Consumer Science, Instituto Polo Tecnológico de Pando, Facultad de Química, Universidad de la República. By Pass de Rutas 8 y 101 s/n. C.P. 91000. Pando, Canelones, Uruguay

\*Corresponding author: Sara R. Jaeger [sara.jaeger@plantandfood.co.nz]

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