

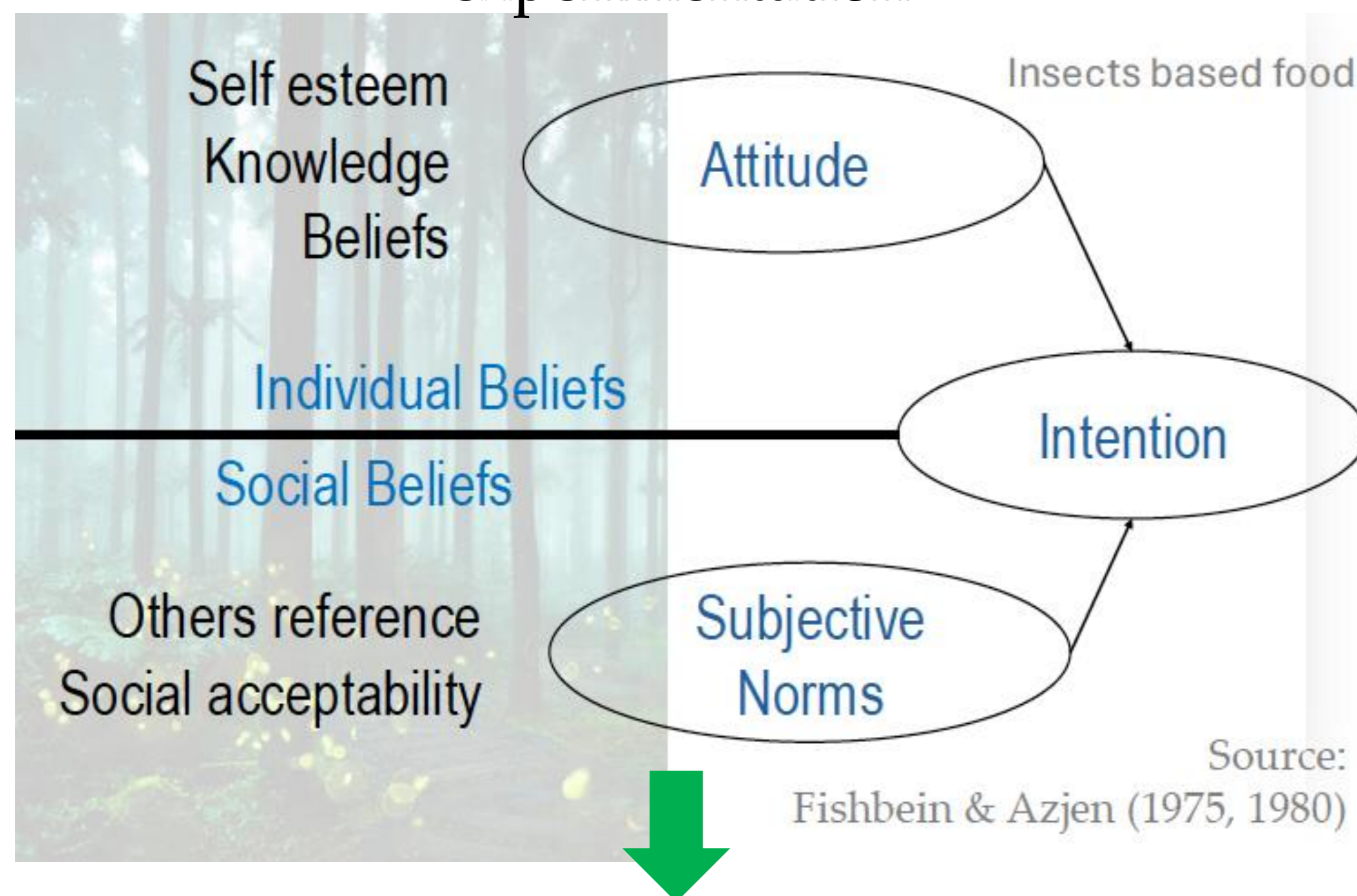
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Objective

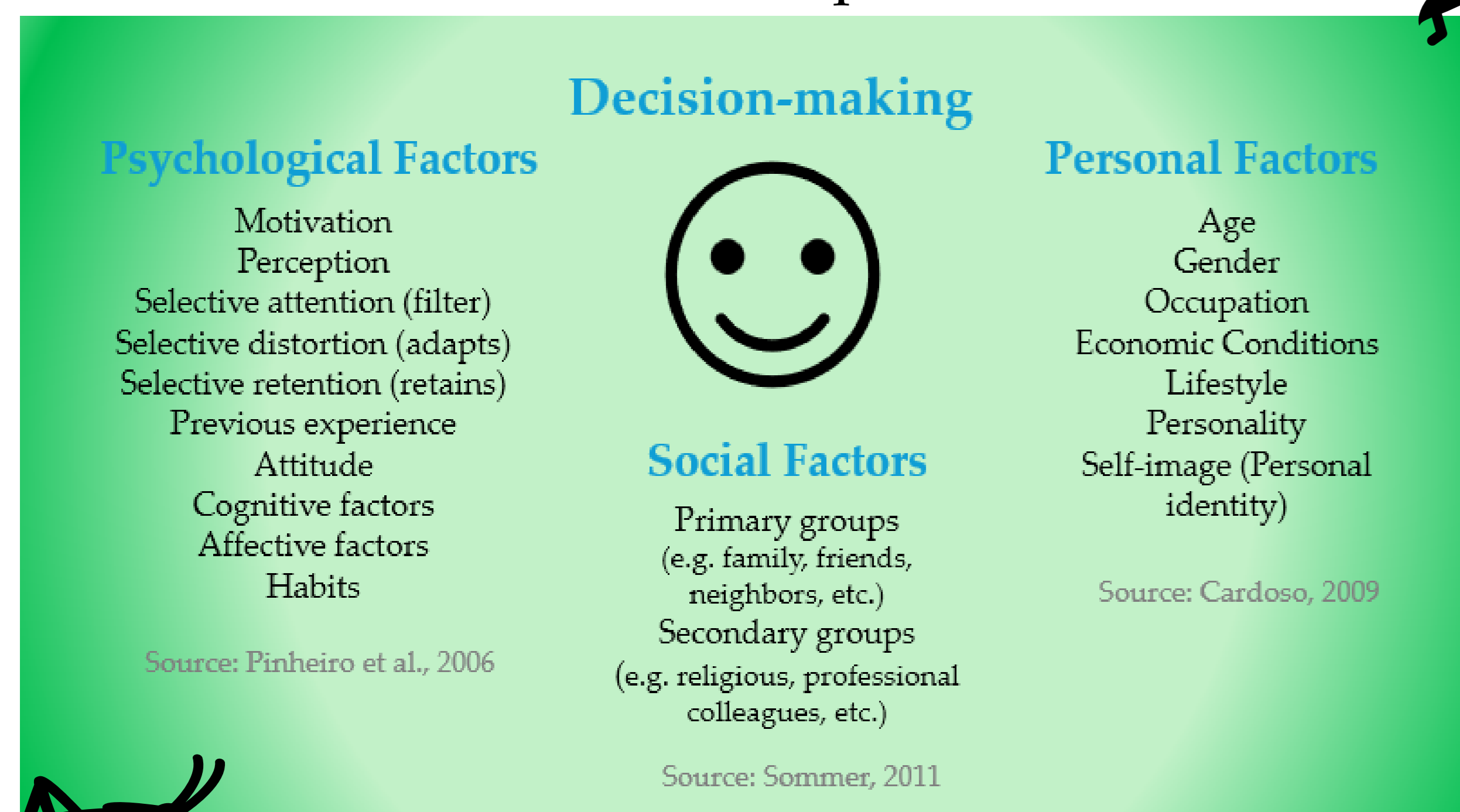
Proposal to explore variables, agents, and barriers that influence insect-based food experimentation, based on 3 phases: qualitative, quantitative, and experimental (sensorial perception)

Fundamentals

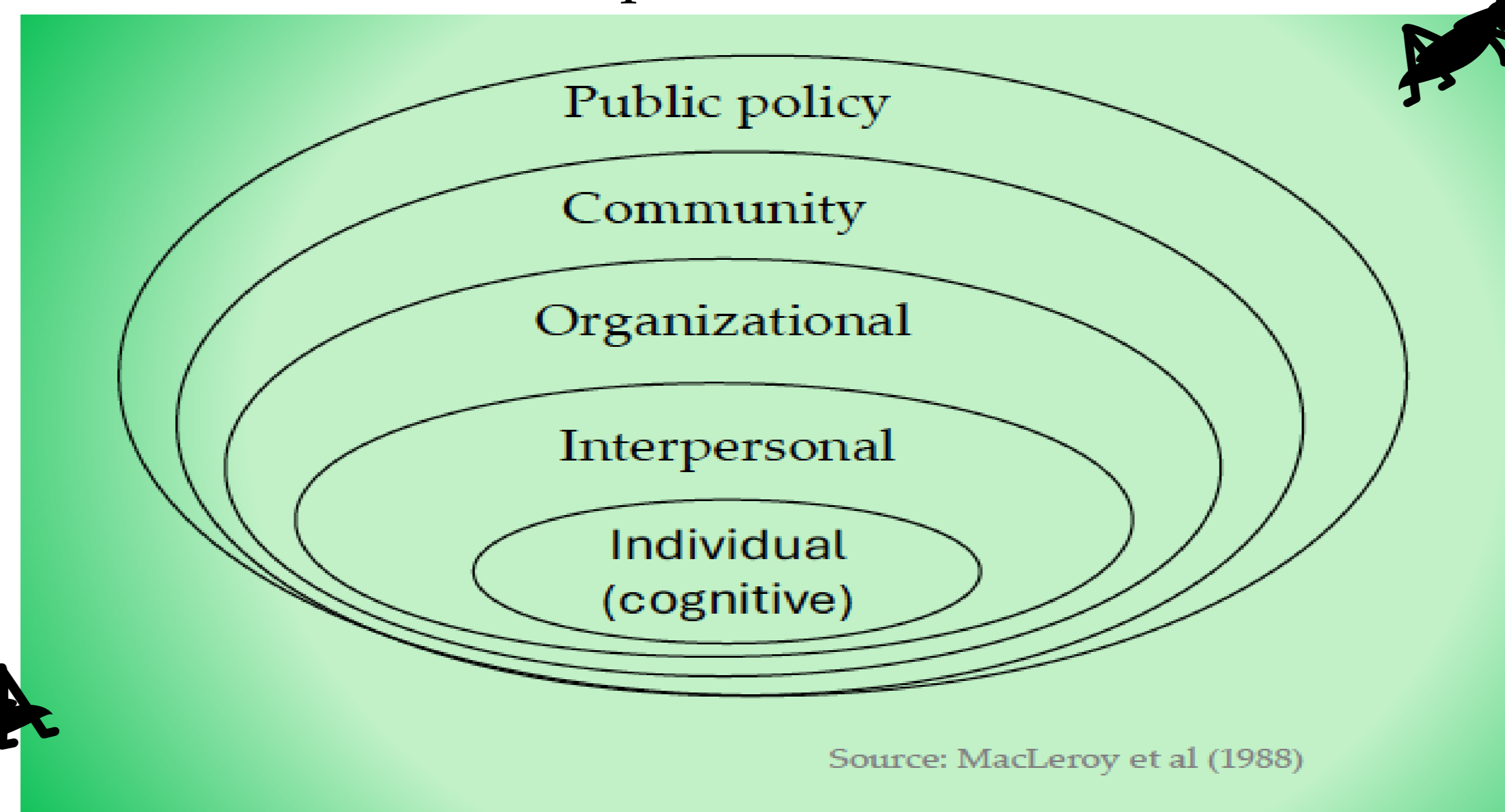
OE1.1. Exploring **variables** to influence food experimentation



OE1.2. Exploring **indicators** of cognitive variables to influence food experimentation 



OE1.3. Exploring structural **barriers** to influence food experimentation 



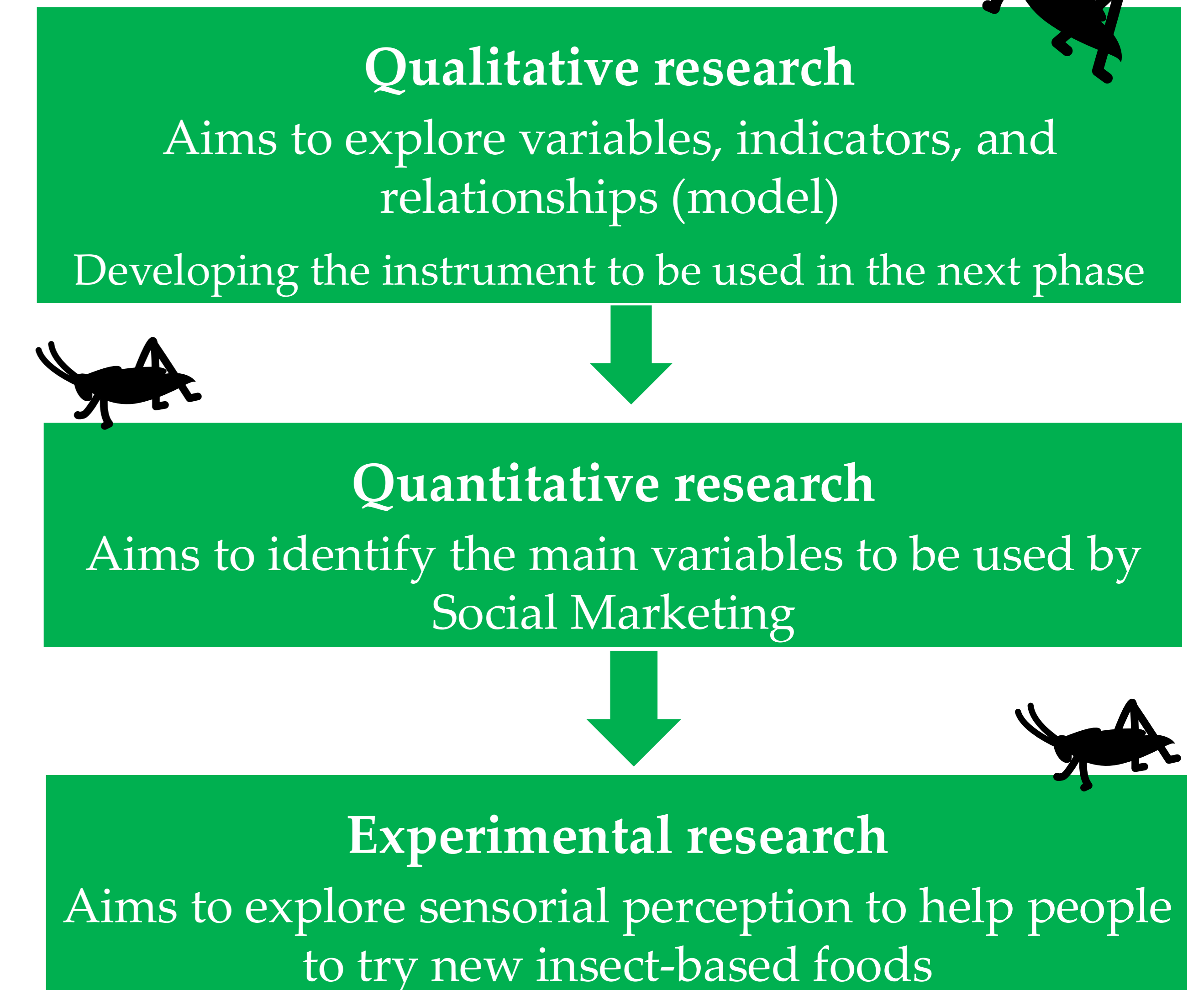
Methodology

	Qualitative	Quantitative
Dimensions (of factors)	Individual and social beliefs	
Rational	Cost vs. Benefits	
Emotional	Sensorial perception (physiological, emotional, and/or affective aspects)	
Control (avoiding risks)	Perception of control	



Experimental


Sensorial experimentation
Temperature (hot, cold, etc.)
State of matter (liquid, solid)
Vision (quantity, color, distribution, appearance etc.)
Smell (mild/intense, pleasant/unpleasant, etc.)
Touch (consistence, etc.)

Expected results



Results from a sensorial pilot experiment

-  **Vision** and **smell** had a negative influence
-  **Touch** and **vision** were the senses that required the longest time to feel the food

The main result of this small experiment brings a reflection: **if the senses can't distinguish between foods, what would be the barrier to introducing insect-based proteins into human and animal food?** 

References

Fishbein, M.; Ajzen; I. Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research. Reading, MA: Addison-Wesley, 1975.
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 UN (United Nations). Peace, dignity, and equality on a healthy planet. Global Issues, population. 2022. Retrieved from <https://www.un.org/en/global-issues/population>. Accessed on 24 jun. 2024.