



John Prescott is Conjoint Professor, University of Newcastle, Newcastle, Australia and since 2014, he has also been a Visiting Professor at the Università degli Studi di Firenze, GESAAF, Italy where he is external adviser to the multi-centre Italian Taste project. He was foundation director of the Sensory Science Research Centre (University of Otago, New Zealand) and of the Sensory Research Centre (CSIRO, Australia), as well as more recently holding positions as Associate Professor in Psychology at the University of Newcastle and James Cook University in Australia. He has more than 120 scientific publications in areas such as genetic variations in taste perception, cross-cultural chemosensory perceptions and preferences, flavour perception, food preferences, odor learning and memory, and emotions. John is past President and Secretary of the Australasian Association for Chemosensory Science. He is currently editor of the pre-eminent journal for applied sensory and consumer science, Food Quality and Preference, and also serves on the editorial board of Chemosensory Perception.

Course: "Food Decisions: Understanding the mind of the consumer" (2CFU).

When: 20th to 24th June 2019 (from 9.30 to 13)

Where: Aula O, Via Donizetti 6, Firenze

Program: Signal Detection Theory & Thurstonian Modelling; Affective Discrimination; Modes of attending and thinking, Emotions and decision making, Cognitive Processes in decision making, Decision-making biases, Food Memory, Priming

How to register: A call for registration will be opened on the first week of April. Max number of attendees 25.