



Emotion Measurement

A book review by Diana Ismael

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Food consumption is considered a hedonic experience that encompasses two reactions: the first is the emotional reaction to the food itself, and the second is the associated emotional reaction to the entire consumption experience. Consumers usually base their product satisfaction judgments on these emotional reactions. The key role of emotions in changing consumption behavior was noticed and mentioned by many researchers who reported that emotions, which are highly provoked by our sensory responses (sight, smell, taste, hearing and touch), have significant influences on desires, and therefore eventually determine our final behavior.

In recent years, emotion measurement has received increasing attention related to sensory and food consumption research, which is reflected by the growing number of the emotional measuring methods, including questionnaires. As emotions have a big role in consumer behavior, the book targets primarily sensory scientists and the product developers who work alongside them. These investigators require knowledge about how to measure emotion in order to ensure high levels of consumer acceptability of their products. This book provides standard studies that food scientists, sensory scientists as well as product developers need to be aware of.

The first section begins with a review of basic studies of emotion, including the theory, physiology, and psychology of emotions. In addition, the role of senses in emotions is described. In the second section, the book highlights several methods for studying emotions on a relatively basic level, such as behavioral measures of emotions and measuring emotions using the face. Then, methods are presented for the measurement of consumer product emotion using several types of questionnaires, such as the General Emotion and Odor scale (geos) and the EsSense Profile®.

In the third section, the book moves on to practical applications. These chapters focus on emotion research in food and beverage science, and the role of eating environment. In the final section, the book presents cross-cultural research on emotions. This is a very important point in the book because there are a lot of questions about the universal nature of emotions. Moreover, much of new global marketing research requires methods which are applicable in many cultures.

Throughout the sections, different disciplines and orientations towards emotion research are brought together. It is evident that the study of emotions has been a large and complex field for a long time, and this field keeps getting larger and more complex. Therefore, progress in understanding and measuring emotions would be enhanced by combining different methods and insights.

This book combines material from academic research, applied commercial research, and clinical research. Moreover, it tries to bridge the gap between these fields in their approaches to measuring emotions, especially emotions related to consumer behavior. The book also discusses important questions related to whether the emotions should be measured behaviorally, physiologically, or with self-report questionnaires, as well as if measured emotions should be mainly positive or negative emotions. Most importantly, it discusses how we define emotions at the most basic level. In this book, each chapter has been written by a different author or authors. The chapters maintain the individual tones and points of view of each author. The reader will notice the enormous diversity of approaches which are related to emotion measurement. This demonstrates the strength of the field of emotion research and measurement.

This book is considered the first book on the market about



emotion measurement which is aimed at sensory evaluation and production development in commercial Research and Development. It reviews academic and applied studies to highlight key elements of emotions which should be considered in the development and validation of newer commercial methods of emotion measurement.

Information about the editor:

Dr. Herb Meiselman is an expert in sensory evaluation and consumer research, in addition to product development and food service system design and evaluation. He works as an Associate Editor of Food Quality and Preference Journal published by Elsevier. He is currently President of the Research Committee of the Institute Paul Bocuse, Lyon, France, and is on the Research Committee for the Culinary Institute of America, Hyde Park, NY, USA.

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