

## FOOD CHOICE AND SOCIETAL IMPACT

### Services e rates

SERVICE	DESCRIPTION	SERVICE MANAGER	COST	TIMING
<b>Neurocognitive analysis of the effect of food and nutrients consumption on human participants</b>	<p>We will perform neuroscientific tests for the assessment of cognitive (e.g., attention, memory, executive, motion) and neurophysiological functions on humans participants during the consumption (immediate or prolonged) of foods or nutrients.</p>	<p>Alberto Gallace alberto.gallace1@unimib.it</p>	<p>Costs depend on the type of analysis performed, on the number of participants, and on the overall duration of the study. Average costs can range between 10.000 and 25.000 euros.</p>	<p>The duration of the study depends on the specific research question and may vary between 4 and 12 months.</p>
<b>Sensorial and psychophysiological analysis of food and of its containers</b>	<p>We will perform tests to assess the multisensory perception of different food qualities. In laboratory settings, sensorial variables (taste, smell, taste, color, texture, etc.) of food and of the containers where it is presented, will be varied.</p> <p>The effect of these manipulations on people's perception and physiological response (such as the psychophysiological correlates of emotions) will be assessed.</p>	<p>Alberto Gallace alberto.gallace1@unimib.it</p>	<p>Costs depend on the type of analysis performed, on the number of participants, and on the overall duration of the study. Average costs can range between 10.000 and 25.000 euros.</p>	<p>The duration of the study depends on the specific research question and may vary between 4 and 12 months.</p>