The connection of sub-conscious emotions occurring “in the moment” to conscious decisions is not understood. Our project is studying unconscious (uncontrolled) activities in the brain, the face, and the body at the moment when a person is confronted with an emotional situation. In this study, emotions are measured as people respond to videos illustrating food contamination (spoilage, safety, hygiene) and interpersonal interactions (deception). Unconscious responses are compared to conscious choices or behaviors made by the individual. This project will help establish measurement methods and statistical analyses that characterize the role of emotions on food choice and behaviors and on deception in interpersonal relationships.

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Type: Emotion, affect, deception, food, behavior, EEG, EKG, facial expression analysis, heart rate, audit, sensory evaluation, statistics, psychology, computer science, food science, business

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