

## Project proposal template

### Graduate School studentships

### March 2015

<i>Project title</i>	<input style="width: 100%;" type="text" value="Conscious and subconscious motivators and barriers toward the acceptance of novel food sources"/>		
<i>First Supervisor</i>	<input style="width: 100px;" type="text" value="Dr"/>	<input style="width: 150px;" type="text" value="Hilda Mulrooney"/>	
<i>Second Supervisor</i>	<input style="width: 100%;" type="text" value="Professor Andrea Petroczi"/>		
<i>School</i>	<input style="width: 100%;" type="text" value="Life Sciences"/>		
<i>Other member of supervisory team (no more than three KU supervisors in total)</i>	<input style="width: 100%;" type="text"/>		
<i>Specific requirements beyond 2:1 degree</i>	<input style="width: 100%;" type="text" value="First class honours healthcare-related science degree is an advantage. Higher degree is an advantage; BSc Nutrition is an advantage."/>		

**Project summary**  
**(max 4,000 characters)**

Insects are inexpensive, sustainable and good sources of fat, protein, energy, iron and calcium, vitamins and fibre. In many parts of the world, insects are an important part of the diet but they are generally considered 'unappetising' in western diets. Edible insects are a feasible prospect for food and feed security in the near future - if accepted by consumers.

Because food choices have many influences, the project will explore, using a multidimensional model (1) how acceptance of novel food is affected by the deeply embedded mental representations of the novel food sources based on demographic, cultural and other psychosocial factors; and (2) whether and how these factors - if acting as barriers - can be changed to facilitate acceptance.

Specifically, this project will explore the conscious and subconscious influences upon acceptance of novel food sources across different age groups. Using questionnaires as explicit measures and response-time based tests as implicit measures, acceptance of novel food sources will be tested in children, adolescents, young adults, adults and the elderly. The project will include experiments and interventions aiming to facilitate wider acceptance.

