



The 32nd Annual LVAIC Undergraduate Research Conference



Saturday, April 22, 2017

Registration opens at 8:30am
Hamilton Boulevard Building

Cedar Crest College
100 College Drive
Allentown, PA 18102

[Registration](#)

(Presenters must also register.)

[Abstract submission](#)

The fee is \$25 due at registration and includes lunch. We accept cash and checks payable to Cedar Crest College. No credit cards please.

DEADLINE FOR REGISTRATION AND SUBMISSION OF ABSTRACTS: April 7, 2017

Keynote Address

Food choice and liking: Studying people where they eat

Debra Zellner, Montclair State University



Although most food is tested in a laboratory, it is actually eaten in other environments such as restaurants, cafeterias, or dining rooms. As a rule, in those contexts a single food item is not served by itself but rather along with other food items. If we are to understand how much particular foods are liked, it is important to investigate that in the contexts in which they are eaten. The talk will describe studies done in “real” eating environments (restaurants, cafes, and lunchrooms). The effect of environmental factors in these settings on liking for the foods (as well as effects on intake and choice) will be discussed.

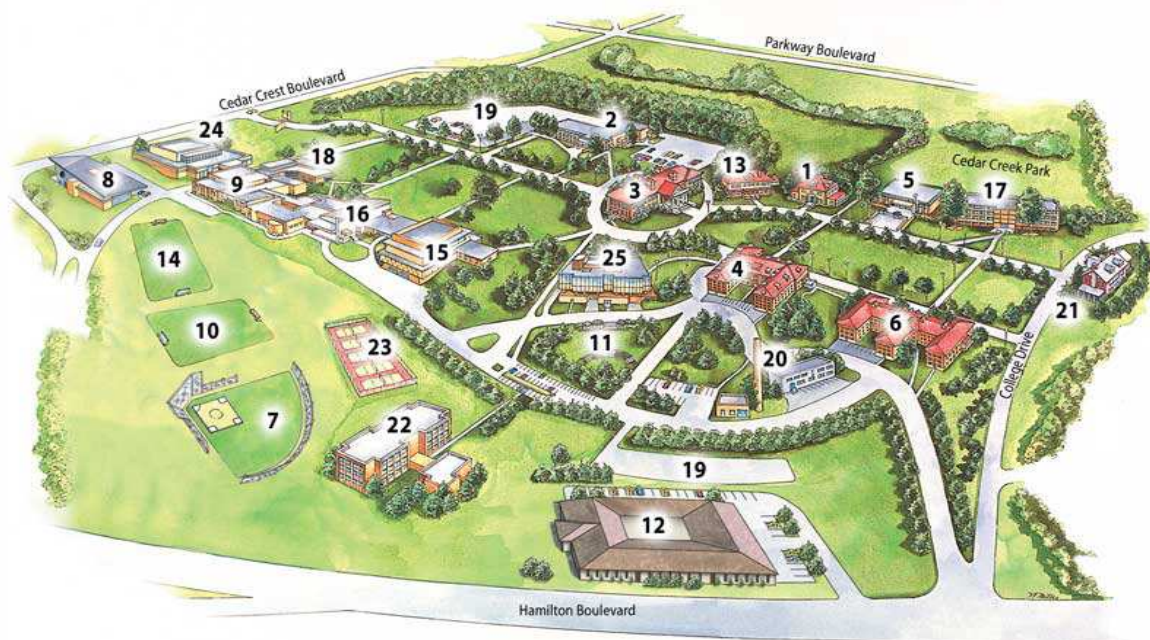
Debra A. Zellner received her BA in Psychology from Muhlenberg College and her MA and PhD in Psychology from American University, going on to postdoctoral training at the University of Pennsylvania and the John B. Pierce Foundation at Yale University. She is currently Professor of Psychology at Montclair State University in New Jersey. Her research has been covered in such outlets as The New York Times, El Pais, The Smithsonian Magazine, and CNN. Her wide-ranging research interests include the liking and perception of food, cultural influences on food cravings, the influence of stress on eating, and contextual influences on hedonic judgments. Dr. Zellner has served as both Co-Executive Editor and Associate Editor of *Appetite* and is currently on the editorial boards of *Appetite* and *Food Quality and Preference*. She is a member of the Culinary Science Advisory Council of the Culinary Institute of America. She is a Fellow of the Association for Psychological Science, the Psychonomic Society, and the Eastern Psychological Association where she served as President

Driving Directions to Cedar Crest College

From around the Lehigh Valley, take Route 22 to the Cedar Crest Blvd. Exit. Turn left onto Cedar Crest Blvd. and travel through four traffic lights. Turn left onto the campus.

From the Pennsylvania Turnpike, take the Northeast Extension (I-476 formerly PA Route 9) to Exit 56 (Formerly Exit 33 Lehigh Valley). Follow Route 22 East to Cedar Crest Blvd. Turn left onto Cedar Crest Blvd. and travel through 4 traffic lights. Turn left onto the campus.

From Route 309 and Interstate 78 (309 and 78 merge together) follow 309/78 to Cedar Crest Blvd. Exit 55. If traveling 309 S/78 E turn left on Cedar Crest Blvd. and travel through 5 traffic lights. Turn right onto campus. If traveling 309 N/ 78 W turn right onto Cedar Crest Blvd. and travel through 4 traffic lights. Turn right onto campus.



When entering campus from Cedar Crest Blvd, make your first R to drive past the Rodale Aquatic Center building #24. Turn L to drive past building #9 The Dorothy Pool Rider Science Center and follow this road to the parking lot in front of Steinbright Hall.

Building #12 is Hamilton Boulevard Building (HBB).

Registration will be located here starting at 8:30am. Morning and afternoon talks will be in this building.

Building #25 is Tompkins College Center.

Lunch, posters, and keynote address will be held here.