

Abstract Jo Pybis, 9th January 2008, 1pm

Title: Factors influencing the development of food preferences in preschool children.

In this talk I begin by providing information from the literature regarding the factors that have been found to influence the development of food preferences. I will then discuss the study I am currently running which aims to explore the perceptual (e.g. colour) and cognitive (e.g. naming) factors that may influence food preferences in preschool children. This consists of a sorting task where participants are asked to sort photographs of food into 'yum yum' or 'yuk yuk' boxes and a food preference and food frequency questionnaire completed by the parents. I then present you with the research questions I am hoping to answer and the possible methodologies that I plan to use to answer these questions. I will also present the follow up food diary study and discuss what I plan to achieve by running this follow up study.