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EDUCATION :

2014-2017 **DPhil in Experimental Psychology, University of Oxford**

Research topic: Assessing the mechanisms behind sound-taste correspondences and its impact on multisensory perception and evaluation

2011-2013 **M.S. Media Arts and Sciences, Massachusetts Institute of Technology**

Thesis: Music, mind, and mouth: Exploring the interaction between music and flavor perception
GPA: 5.0/5.0

2004-2008 **B.S. Computer Science with Honors, California Institute of Technology**

GPA: 3.7/4.0

LANGUAGE PROFICIENCY:

English (native), Mandarin (fluent), French (intermediate)

INTERESTS:

Multisensory flavour perception, crossmodal correspondences, consumer psychology

RESEARCH/WORK EXPERIENCE:

- August 2018 – current: **Tenure-track assistant professor** at Aarhus University, Department of Food Science.
- April 2017 – July 2018: **Postdoctoral researcher** at Crossmodal Research Laboratory at University of Oxford, funded by InnoSweet project, Innovation Fund Denmark.
- October 2014 – August 2017: **DPhil candidate** at Crossmodal Research Laboratory at University of Oxford, advised by Professor Charles Spence.
- October 2013 – September 2014: **Research Specialist** at Playful Systems Group, MIT Media Lab, directed by Professor Kevin Slavin. Researching the future of eating experiences and the use of technology in enhancing the sensory aspect of eating.
- September 2011 – August 2013: **Research Assistant** at Opera of the Future Group, MIT Media Lab, advised by Professor Tod Machover. Set up food-based research space at the Media Lab, researching multisensory eating experiences.
- June 2008 – August 2011: **Software Development Engineer II** at Microsoft Corporation. Developer within Windows Azure AppFabric Team. Owner of TCP connectivity feature area. Implemented web stream feature (patent pending) and diagnostics system.

JOURNAL PUBLICATIONS:

1. Spence, C., Reinoso Carvalho, F., Velasco, C., & **Wang, Q. J.** (in press). Extrinsic auditory contributions to food perception & consumer behaviour: An interdisciplinary review. *Multisensory Research*
2. **Wang, Q. J.**, Mielby, L. A., Thybo, A. K., Bertelsen, A. S., Kidmose, U., Spence, C., & Byrne, D. V. (in press). Sweeter together? Assessing the combined influence of product intrinsic and extrinsic factors on perceived sweetness of fruit beverages. *Journal of Sensory Science*.
3. **Wang, Q. J.**, & Spence, C (in press). Is complexity really worth paying for? Investigating the perception of wine complexity for single varietal and blended wines in consumers and experts. *Australian Journal of Grape and Wine Research*. *

4. **Wang, Q. J.**, & Spence, C. (2018). What might the term ‘complexity’ mean in the world of wine? *International Journal of Gastronomy and Food Science*, **14**, 45-54.
5. **Wang, Q. J.**, & Prešern, D. (2018). Does blind tasting work? Investigating the impact of training on blind tasting accuracy and wine preference. *Journal of Wine Economics*, **13**, 384-393.
6. Spence, C. & **Wang, Q. J.** (2018). Searching for the complexity in fine wine. *The World of Fine Wine*, **61**, 141-146.
7. Mielby, L. A., **Wang, Q. J.**, Jensen, S. B., Bertelsen, A. S., Kidmose, U., Spence, C., & Byrne, D. V. (2018). See, feel, taste: The influence of receptacle colour and weight on the evaluation of flavoured carbonated beverages. *Foods special issue: Sensory Nudges*, **7**, 119.
8. Spence, C., & **Wang, Q. J.** (2018). On the meaning(s) of complexity in the chemical senses. *Chemical Senses*, **43**, 451-461. *
9. **Wang, Q. J.**, & Spence, C. (2018). Sonic packaging: How packaging sounds influence multisensory product evaluation. In C. Velasco, & C. Spence (Eds.), *Multisensory packaging: Designing new product experiences*. Palgrave MacMillan.
10. **Wang, Q. J.**, & Spence, C. (2018). A smooth wine? Haptic influences on wine evaluation. *International Journal of Gastronomy and Food Science*, **14**, 9-13.
11. **Wang, Q. J.**, & Spence, C. (2018). Wine complexity: An empirical investigation. *Food Quality and Preference*, **68**, 238-244. *
12. **Wang, Q. (J.)**, & Spence, C. (2018). ‘A sweet smile’: More than merely a metaphor? *Emotion and Cognition*, **32**, 1052-1061.*
13. Spence, C., Wang, Q. J., & Youssef, J. (2018). Gastrophysics: On the art and science of pairing and sequencing flavours. *Chemical Senses*, **43**, E1. *
14. **Wang, Q. (J.)**, & Spence, C. (2017). Assessing the influence of music on wine perception amongst wine professionals. *Food Science and Nutrition*, **52**, 211-7.
15. Spence, C., & **Wang, Q. (J.)**. (2017). Assessing the impact of closure type on wine ratings and mood. *Beverages*, **3**:52.
16. **Wang, Q. J.**, Mesz, B., & Spence, C. (2017). Assessing the impact of music on basic taste perception using time intensity analysis. In *Proceedings of 2nd ACM SIGCHI International Workshop on Multisensory Approaches to Human-Food Interaction (MHFI'17)*. ACM, New York, NY, USA.
17. **Wang, Q. (J.)**, Knoeferle, K., & Spence, C. (2017). Music to make your mouth water? Measuring the influence of sour music on salivation. *Frontiers in Psychology: Eating Behaviour*, **8**:638*
18. **Wang, Q. (J.)**, & Spence, C. (2017). The role of pitch and tempo in sound-temperature crossmodal correspondences. *Multisensory Research*, **30**, 307-320.
19. Spence, C., **Wang, Q. J.**, & Youssef, J. (2017). Pairing flavours and the temporal order of tasting. *Flavour*, **6**:4.
20. **Wang, Q. (J.)**, Reinoso Carvalho, F., Persoone, D., & Spence, C. (2017). Assessing the effect of shape on expected and actual chocolate flavor. *Flavour*, **6**:2.
21. **Wang, Q. (J.)**, Keller, S., & Spence, C. (2017). Sounds spicy: Enhancing the evaluation of piquancy by means of a customized Crossmodally congruent soundtrack. *Food Quality and Preference*, **58**, 1-9. *
22. **Wang, Q. (J.)**, & Spence, C. (2017). Assessing the role of emotional associations in mediating crossmodal correspondences between classical music and wine. *Beverages*, **3**, 1.
23. Reinoso Carvalho, F., **Wang, Q. J.**, Van Ee, R., Persoone, D., & Spence, C. (2017). Smooth operator?: Music modulates the perceived creaminess, sweetness, and bitterness of chocolate. *Appetite*, **108**, 383-390. *
24. Reinoso Carvalho, F., **Wang, Q. J.**, De Causmaecker, B., Steenhaut, K., Van Ee, R., & Spence, C. (2016) Tune that beer! Listening for the pitch of beer. *Beverages*, **2**, 31.
25. Reinoso Carvalho, F., **Wang, Q. J.**, Van Ee, R., & Spence, C. (2016). The influence of soundscapes on the perception and evaluation of beers. *Food Quality and Preference*, **52**, 32-41. *
26. **Wang, Q. (J.)**, Wang, S., & Spence, C. (2016). “Turn up the taste”: Assessing the role of taste intensity and emotion in mediating crossmodal correspondences between basic tastes and pitch. *Chemical Senses*, **41**, 345-356. *
27. **Wang, Q. (J.)**, & Spence, C. (2016). ‘Striking a sour note’: Assessing the influence of consonant and dissonant music on taste perception. *Multisensory Research*, **29**, 195-208.
28. Spence, C. & **Wang, Q. (J.)**. (2015). Wine & music (III): So what if music influences taste? *Flavour*, **4**:36.

29. Spence, C., & Wang, Q. (J.). (2015). Wine & music (II): Can you taste the music? Modulating the experience of wine through music and sound. *Flavour*, 4:33.
30. Spence, C., & Wang, Q. (J.). (2015). Wine & music (I): On the crossmodal matching of wine & music. *Flavour*, 4:34.
31. Spence, C., & Wang, Q. (J.). (2015). Sonic expectations: On the sounds of opening and pouring. *Flavour*, 4:35.
32. Wang, Q. (J.), Woods, A., & Spence, C. (2015). “What’s your taste in music?” A comparison of the effectiveness of various soundscapes in evoking specific tastes. *i-Perception*, 6:6.
33. Wang, Q. (J.), & Spence, C. (2015). Assessing the Influence of the Multisensory Atmosphere on the Taste of Vodka. *Beverages*, 1, 204-217.
34. Wang, Q. (J.), & Spence, C. (2015). Assessing the effect of musical congruency on wine tasting in a live performance setting. *i-Perception*, 6:3.

*Publications in top journals in sensory science and food science are marked with *. These are within the first quartile according to SCIMago journal rank.*

SUBMITTED JOURNAL ARTICLES

1. Wang, Q. J., Frank, M., Houge, B., Spence, C., & LaTour, K. A. The influence of music on the perception of oaked wines – A tasting room case study in the Finger Lakes Region. *Submitted to Journal of Wine Research*.
2. Wang, Q. J., Mesz, B., Riera, P., Trevisan, M., Sigman, M., Guha, A., & Spence, C. Analysing the impact of music on the perception of red wine via temporal dominance of sensations. *Submitted to Multisensory Research*
3. Burzynska, J., Wang, Q. J., Bastian, S., Kahn, D., & Spence, C. Taste the bass: low frequencies increases the perception of body and aromatic intensity in red wine. *Submitted to Multisensory Research*
4. Wang, Q. J., & Spence, C. Drinking through rosé-coloured glasses: Influence of wine colour on the perception of aroma and flavour in wine experts and novices. *Submitted to Foods*.

SELECTED CONFERENCE PRESENTATIONS & INVITED TALKS:

- September 2018: Oral presentation at Eating at Work Symposium, “Musical meals: Sonic interventions at the workplace canteen to promote healthy food choices and eating behaviour”, Lyon, France.
- June 2018: Plenary oral presentation at American Association of Wine Economists (AAWE) 2018 Meeting: “Does blind tasting work? Investigating the impact of training on blind tasting accuracy and wine preference”, Ithaca, NY.
- May 2018: Keynote talk at the European Association of Wine Economists (EuAWE) 2018 meeting: “Wine complexity: An empirical investigation”, Dijon, France.
- May 2018: Keynote presentation at the 17th Nordic Workshop in Sensory Science: “Making sense of what we eat”, Reykjavik, Iceland.
- March 2018: Oral presentation at Brain & Wine Symposium, “Can you taste the music? The art and science of wine and music pairing”, Barcelona, Spain.
- September 2017: Oral session at Weurman Flavour Research Symposium “Valence, and its modulatory role in mediating the effects of visual and auditory stimuli on taste”, Graz, Austria.
- August 2017: Panellist at workshop “The relative importance of intrinsic and extrinsic factors for perception and behavior towards food - what really matters in our sensory response” at Pangborn 2017, Providence, USA.
- November 2016: Keynote session at Swedish Sensory Network Jubilee “Music, mind, and mouth: How sound influences flavour perception in food and drinks”, Gothenburg, Sweden.
- October 2016: Oral session at EuroSense 2016 “‘The sound of spice’: Enhancing the evaluation of piquancy by means of a customised crossmodally congruent soundtrack”, Dijon, France.
- July 2016: Keynote presentation at Sensory Evaluation of Food workshop at Fraunhofer IVV, Freising: “Multisensory Influences on Food Flavour and Liking”

INDUSTRY INNOVATION:

- InnoSweet project (postdoc): Integrated perception, psychology, and physiology for maintaining sweetness perception via sugar replacement and reduction for value-added healthy beverage applications, with industry partners DuPont, Carlsberg, and Rynkeby.
- Sonic Sweetener: prototype technology-enabled beverage cup for sugar reduction, in collaboration with Xin Café and Beijing Dentsu Advertising Co. Silver medal at Global E-Commerce Innovation Awards, 2017.
- U.S. Patent EP 2446582 A4: “Using hypertext transfer protocol as a transport for bi-directional data streams”

SELECTED PUBLIC ENGAGEMENT:

- February 2018: Nordic Gastronomy Celebration, Multisensory Psychology of Food masterclass at AROs museum, Aarhus, Denmark.
- January 2018: Guest scientist on BBC 4’s TV programme, “How to Lose Weight Better”
- September 2017 & 2018: Aarhus Food Festival, food-intrinsic/extrinsic factor studies, Aarhus, Denmark.
- September 2016: Brain Week Festival, Psychology of Wine Tasting masterclass, Stockholm Sweden.
- March 2016: Brussels Museum Night Fever, “Chocolate and Music” study at Music Instrument Museum, Belgium.
- October-December 2015: British Museum of Food “Chocophonica” installation, London, UK.
- August 2015: Masterclass presentation at Oxford Wine Festival: “*Multisensory Psychology of Wine*”

SELECTED PRESS COVERAGE OF RESEARCH:

- July 2017: “It’s not just about your tongue”, National Post Canada <http://nationalpost.com/life/the-psychology-of-taste>
- June 2017: “Supertasters among the dreaming spires”, The Economist 1843 <https://www.1843magazine.com/features/supertasters-among-the-dreaming-spires>
- December 2016: “Why the sound of New Year bells could make your beer taste sour”, The Telegraph UK <http://www.telegraph.co.uk/science/2016/12/30/sound-new-year-bells-could-make-beer-taste-sour/>
- November 2015: “Comment Oxford cultive le goût du vin”, La Revue Du Vin de France <http://www.larvf.com/,vin-oxford-oenologie-etudiants-etude-tradition,4514568.asp>
- October 2015: “I use music to change how food tastes”, Financial Times interview <https://www.ft.com/content/5f109c1a-6d44-11e5-8171-ba1968cf791a>
- October 2015: “Participar de una ‘cena emocional;’ creada por artistas”, La Nacion Argentina <http://www.lanacion.com.ar/1833260-participar-de-una-cena-emocional-creada-por-artistas>
- May 2015: “Le vin, une question d’oreille”, Le Figaro France <http://avis-vin.lefigaro.fr/magazine-vin/o118131-le-vin-une-question-d-oreille>

SELECTED TEACHING & MENTORING EXPERIENCE:

- 2019-2022: Co-supervision of Danni Peng Li and Signe Mathiesen, PhD candidates in Food Science, Aarhus University
- 2018-2021: Co-supervision of Tara Venkatesan, DPhil candidate in Experimental Psychology, University of Oxford
- Spring 2018: Wine and Spirits Education Trust (WSET) Educator Certification
- Spring 2015 - 2018: Teaching assistant for Visual Search Block Practical, Department of Experimental Psychology, Oxford University

CONFERENCE ORGANISATION:

- April 2018: Associate Chair for Nordic Computer-Human Interaction Conference (NordCHI) 2018 program committee.
- March 2018: Brain & Wine Symposium in conjunction with El Bulli Foundation (Spain), Universidad de Tres de Febrero (Argentina), and Codorniu; Barcelona, Spain

GRANTS & AWARDS:

- August 2018: Aarhus University Faculty of Science and Technology Start-up Grant (2.7 million DKK)

- June 2018: American Association of Wine Economists (AAWE) 2018 conference - Best presentation award
- June 2018: AAWE 2018 Research Scholarship (conference fees + \$1500)
- April 2018: European Association of Wine Economists 2018 conference – Best Young Researcher award
- August 2017: Pangborn Student Travel Award (conference fees + \$500)
- August 2017: Guarantors of Brain travel award (£600)
- July 2017: Society for Education, Music, and Psychology Research Conference Award (£150)
- July 2017: Jesus College Academic Travel Grant (£325)
- April 2017: InnoSweet Postdoctoral Grant, Innovation Fund Denmark (£60,000)
- June 2017: Jesus College Antony Fletcher Innovation Award (£200)
- April 2016: Guarantors of Brain travel award (£400)
- 2015-2017: Jesus College Graduate Research Award (£2100 total)
- 2010-2011: Microsoft Technical Leadership Select Program
- May 2008: Google Anita Borg Memorial Scholarship finalist
- 2005-2006, 2007-2008: Caltech Merit Scholarship (full tuition)

SKILLS:

Mathematical & statistical software: Matlab, SPSS, R, Jmp
 Programming Languages: C#, Java, Python, C++, Arduino, Max/MSP

WINE-RELATED AWARDS & CERTIFICATIONS:

- November 2017 – ongoing: Wine judge, International Wine Challenge (IWC) and International Wine & Spirit Competition (IWSC)
- September 2017 – June 2019: Wine and Spirits Education Trust (WSET) Diploma candidate
- April 2018: WSET certified educator
- June 2017: Top Taster, 15th Pol Roger International Blind Tasting Match, Champagne Pol Roger, Champagne, France
- April 2017: 2nd place team, CAVIT international competition, Maison Ruinart, Champagne, France
- January 2017: 1st place team, X-Wine international competition, Chateau Figeac, Bordeaux, France
- June 2016: 2nd place team, Left Bank Bordeaux Cup Final, Chateau Lafite, Bordeaux, France
- February 2016: Top Taster, 63rd Oxford Cambridge Varsity Blind Tasting Match, Champagne Pol Roger, Champagne, France
- February 2016 & 2017: Oxford team captain, 63rd and 64th Oxford Cambridge Varsity Blind Tasting Match, London, UK.
- July 2015- June 2017: President, Oxford University Blind Tasting Society
- April 2010: WSET Level 3 Certification