

7.5 FARE Lab, Bologna, Italy

FARE-Lab is dedicated to research and teaching activities in the field of applied and experimental economics in the areas of agriculture, food and the environment. It aims to offer emerging technologies for collection of consumer data and services for on-site and on-field research, data collection and elaboration. In particular, mobile workstations can be used for data collection wherever the researchers need to move to reach participants and/or to implement experiments. In the lab, studies, tests, and analyses are carried out that extend from behavioural economics to marketing, from environmental economics to circular economics. In FARE-Lab, decision-making processes, individual preferences, business models, sustainability of agri-food systems and management of environmental resources are investigated. The FARE-Lab has its own venue, a dedicated laboratory with a fixed desktop workstation for data storage, management and elaboration.

Important theoretical and methodological foundational elements in approach:

An economic experiment consists of reproducing a situation in the laboratory that meets the conditions hypothesised by economic theory. To do this, a controlled environment is required where the subjects can only interact via the laboratory's computer network, thus enabling the researcher to monitor and record real-time information regarding participants' decision-making process (or preferences) and choices. The data collected will serve the researcher to test research hypotheses on analysis of food choices, on the social interactions and relationships of agri-food chain operators and consumers, for the development of behavioural models to understand decision making processes in the food domain;

Device requirements and guidelines: The facility comprises the experimental laboratory and the recruitment database. It consists of a large room that can accommodate up to 24 participants on individual desks, screened at the sides to prevent uncontrolled interactions between participants during the experiment plus 24 mobile stations for real-life setting. The setups require training, an ethic and data management plan. There are also harmonised guidelines for emerging technologies as created by COMFOCUS, available through COMFOCUS and the website. These detail design, sample selection, ethical factors, technological factors & data processing, stimuli, harmonised measures and metadata. To conduct an experiment, you need to register and book the laboratory on the dedicated webpage.

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Reconstructed virtual reality device	
Way the object of research is represented in design	The object of research is explored through the creation of a virtual environment that reflects real-world characteristics creating a highly engaging and realistic virtual environment.
Overall research question	<p>Research question (position 29) <i>What are consumer preferences according to specific food categories (e.g. fish products, bakery products, sustainably produced food products)?</i></p> <p>Research question (position 30) <i>How do food, labelling, and packaging impact consumer choices and food waste production?</i></p> <p>Research question (position 31 &32) <i>What is the role of social norms in shaping food related choices?</i></p>
Key dependent outcomes	To be determined / Data from simulated environments
Complementary measures / self-reports	Self reports, choice settings