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Student Studying Behaviors at Food Psychology Lab Internship

June 1, 2017

BLOOMINGTON, Ill.— Illinois Wesleyan student Nghi Nguyen '18 will spend her summer studying factors surrounding how and why humans relate to food as an intern at the Cornell University Food and Brand Lab.

An [art](#) and [psychology](#) double major, Nguyen believes the 8-week internship will expand her knowledge of consumer behavior. "I will assist the lab with data collection, write literature reviews, and work on a project of my own," she said. Nguyen said she believes she will also utilize her graphic design skills in the lab's creative work.

The Food and Brand Lab is an internationally recognized food psychology and consumer behavior research lab. Researchers work to discover how humans relate to food with the end goal of uncovering solutions to improve eating environments and helping individuals eat better.

"As an international student [from Vietnam], this opportunity is priceless because I will learn more about a different part of the United States," Nguyen said of the chance to live in Ithaca, New York.

Summer is the most popular time for Illinois Wesleyan students to intern, with over 200 students interning at locations around the globe. "Internships are an essential part of the college experience today, providing students with a taste of real-world experience, a chance to start a professional network and gain relevant career skills," said Laurie Diekhoff, associate director for career engagement. In the [Hart Career Center's](#) survey of 2016 graduates, 76 percent of students reported participating in at least one internship during their time at Illinois Wesleyan. Thirty-six percent reported receiving a full-time employment offer from an internship employer.



Nghi Nguyen '18

