Scheda Proposta Progetto

CIP QKJGKY

Dati proposta

Acronimo AIDA (rev.1)

Titolo Artificial Intelligence, Diet, and Agency: Consumer Behaviour and Firm Strategies in the Transition to AI-Mediated Food Choices

Durata in mesi 36

Descrizione

AIDA (Artificial Intelligence, Diet, and Agency) investigates how AI systems mediate consumer decisions across the food consumer
journey and whether this mediation enhances or erodes consumer welfare, dietary quality, and food sustainability. As generative
assistants, conversational recommenders, and algorithmic curators become embedded in food search, purchase, cooking, and waste
management, they introduce a new layer of influence between consumers and their choices. These systems are designed by firms
pursuing commercial objectives that may diverge systematically from consumer welfare, yet rigorous causal evidence on the
direction and distribution of their effects is absent. This gap has become a policy emergency: Article 5 of the EU AI Act (Regulation
2024/1689) prohibits manipulative AI practices but lacks an empirical basis for operationalising these prohibitions in food consumer
environments; Directive (EU) 2025/1892, sets binding 2030 food-waste-reduction targets without behavioural evidence on
AI-enabled interventions; and the Farm-to-Fork Strategy requires measurable dietary progress that cannot be evaluated without
knowing whether AI tools support or undermine healthy and sustainable food choices.
AIDA addresses this gap through the Welfare Map which acts as the methodological core of the project: the Welfare Map is a
conceptual and measurement framework that classifies AI system configurations by their consumer welfare implications across three
stages of the food consumer journey, two welfare states of AI mediation (agency-augmenting and agency-eroding), and five
theoretically specified moderators conditioning which state is realised. The project is implemented by a five-university Italian
consortium (UNICT, UNIPA, UNIFG, UNINA, UNITO) across six work packages spanning 36 months. In particular, AIDA aims to achieve
five strategic objectives, each corresponding to a core dimension of the Welfare Map:
SO1 – Understand how AI shapes consumer agency and food-choice welfare;
SO2 – Assess the role of AI in food preparation and dietary outcomes;
SO3 – Identify manipulative AI effects and their welfare implications;
SO4 – Map provider strategies and consumer welfare outcomes;
SO5 – Translate welfare evidence into governance and policy recommendations.
By integrating experimental economics, consumer behaviour, synthetic audiences, neurophysiology, provider-side analysis, and
policy evaluation, AIDA will deliver an empirically grounded framework for distinguishing welfare-enhancing from welfare-eroding AI
in food consumer environments. Its expected contribution is twofold: scientifically, it will produce causal and distributional evidence
on the welfare effects of AI-mediated food decisions; institutionally, then it will provide regulators, firms, and civil society with
operational criteria to govern AI systems in ways that protect consumer agency, improve dietary outcomes, and support food-system
sustainability.

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Stato	INVIATA
Proponente	D'AMICO, Mario
Struttura proponente	DI3A
Ambito	NAZIONALE
Ente finanziatore	mur
Bando di riferimento	PRIN 2026

Dati economici

Costo complessivo	€ 1.683.049
Finanziamento complessivo atteso	€ 1.125.774
Finanziamento previsto UNICT	€ 341.963
Cofinanziamento previsto UNICT	€ 118.250

Componenti (5)

#	Nominativo	Ruolo	Carriera**	Struttura	ERC	Ore*
1	D'AMICO, Mario	RESP_SCIENTIFICO	PO	DI3A	LS	500
2	FARGETTA, GEORGIA	COMPONENTE	RD	DMI	PE	125
3	LA VIA, Giovanni	COMPONENTE	PO	DI3A	LS	375
4	PAPPALARDO, GIOACCHINO	COMPONENTE	PO	DI3A	LS	375
5	SPINA, DANIELA IVANA	COMPONENTE	RD	DI3A	LS	375

* ore stimate

** PO - Professore Ordinario; PA - Professore Associato; RD o RM - Ricercatore TD; RU - Ricercatore

Distribuzione componenti per struttura