PROGRAM
7th SENSOMETRICS CONFERENCE

July 27
4:00 to 7:00pm Registration at Hallmark Inn

July 28:
8:00 “Continental breakfast and registration” 2 Wellman Hall
8:30 Opening of the 7th Sensometrics Conference 2 Wellman
9:00 Keynote Speaker: H.J. H. MacFie, Hal MacFie Training. “Sensometrics: what have we achieved? Where are we going?”
9:50 Break and posters MU II Memorial Union

Advances in Conjoint Analysis Session: 2 Wellman
Chair J. McEwan, MMR Food and Drink Research Worldwide
11:10 C. Marketo, Moskowitz-Jacobs, Inc. “A new way to estimate interactions in conjoint analysis.”
12:10 Discussion
12:30 Lunch and posters MU II

Thurstonian Modelling 2 Wellman
Chairs: P. Brockhoff, Danish Royal Agricultural University (KVL) and B. Rousseau, Institute of Perception/University of California at Davis.
2:20 P.Brockhoff, KVL. “Thurstonian models for sensory discrimination tests as generalized linear models.”
2:50 Break and posters MU II
3:55 Invited Speaker: A. M. McRae, University of Birmingham. “Statistical model, measurement model or process model?”
4:30 Open discussion
5:00-6:00 Posters MUII
6:30 Barbecue Putah Creek Lodge

July 29
8:00 Continental breakfast and posters MUII

Advances in Partial least Squares (PLS) 2 Wellman
Chairs: F. Westad, Norwegian Food Research Institute (MATFORSK) and T. Hansen KVL.
8:30 Keynote Speaker: F. Westad, MATFORSK. “PLS regression for analyzing two ore more data tables: An overview of different approaches.”
9:15 M. Froest, KVL. “Multi-way methods for analysis of individual differences in perception of creaminess within a sensory panel.”
9:40 A. Bitnes, MATFORSK. “Application of PLS regression on binary 0/1 qualitative data. Issues of taste sensitivity, experience and aging.”
10:00 Break and posters MUII
10:30 R. Xiong, University of Arkansas. “A Novel Approach to Identifying the Drivers of Liking from JAR Data Using Dummy Variables.”
11:00 E. Kubberød, MATFORSK. “The effect of “animality” in the consumption experience- A potential for disgust.”
11:30 S. Lê, ENITIAA. “Confidence ellipse in HMFA applied to sensory profiles of chocolates.”
12:00 Discussion
12:30 Lunch and posters MUII

Statistical methods 2 Wellman
Chair: J. Kunert. University of Dortmund.
1.30 M. Marin Galiano, University of Dortmund. “Comparison of ANOVA with the Tobit-Model for Analysing Sensory Data.”
2:00 O. Sailer, University of Dortmund. “On nearly balanced designs for sensory trials.”
2:30 B. Yang, Kraft Foods. “Hybrid Method of discrimination test and descriptive analysis.”
3:00 Discussion

Consumer Segmentation and key Drivers Analysis: A Data Workshop 6 Wellman
Chair: R. Popper, Peryam & Kroll
1:30 to 3:30 (concurrent with Statistical Methods session)
3:30 Break and posters MUII

Preference Mapping 2 Wellman
Chair: M. Qannari, ENITIAA/INRA Nantes
4:00 J.-F. Meullenet, University of Arkansas. “Bootstrapping penalty analysis: A tool to test the significance of penalties.”
4:25 K. Sahmer, ENITIAA/INRA. “A cluster approach to analyze preference data: Choice of the number of clusters.”
5:10 P. Faye, PSA Peugeot-Citroën. “An alternative to external preference mapping based on consumer perceptive mapping.”
5:50 D. Blumenthal, Renault SA. “How to obtain the sensory scores of the optimal product according to preference mapping with quadratic model?”
6:10 Discussion
7:00 Banquet Freeborn Hall

July 30
8:00 Continental breakfast and posters MUII
Panel performance  2 Wellman
Chair  B. T. Carr, Carr Consulting.
8:30 M. Qannari, ENITIAA. “Analysis of sensory profiling data by taking account of the performance of the assessors.”
9:00 P. Schlich, Centre Européen des Sciences du Goût. “Multivariate Control of Assessor Performances.”
9:30 O. Tomic, MATFORSK. “The new PanelCheck – a graphical tool for performance evaluation of sensory panels.”
10:00 C. Findlay, COMPUSENSE. “Optimizing the proficiency of wine panels trained using feedback calibration.”
10:30 Discussion
11:00 break  MUII

Time Intensity  2 Wellman
Chair: G. Dijksterhuis, Wageningen University, University of Groningen and KVL
12:20 A. Paterson, University of Strathclyde. “Analysis of time-intensity data for sweetness in lager beers.”
12:40 Discussion
12:50 CLOSE OF MEETING