

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

10:20 Key Note Address H. Moskowitz, Moskowitz-Jacobs, Inc. “Conjoint measurement: A new vista for Sensometrics.”

11:10 C. Marketo, Moskowitz-Jacobs, Inc. “A new way to estimate interactions in conjoint analysis.”

11:40 L. Lockshin, University of South Australia. “Using Simulations from Discrete Choice Experiments to Measure Consumer Sensitivity to Brand, Region, Price, and Awards in Wine Choice.”

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.

1:30 Keynote Speaker: D.Ennis, Institute of Perception. “Statistical and psychological aspects of Thurstonian modelling.”

2:20 P.Brockhoff, KVL. “Thurstonian models for sensory discrimination tests as generalized linear models.”

2:50 Break and posters MU II

3:20 Invited Speaker: U. Böckenholt, McGill University. “Identifying the Scale Origin in Comparative Judgment Data.”

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."

4:50 Z. Zalila, Intellitech, France. "Contribution of fuzzy mathematics to the predictive modelling of virtual testers/experts. Application to the subjective evaluation of Champagne wines."

5:10 P. Faye, PSA Peugeot-Citroën. "An alternative to external preference mapping based on consumer perceptive mapping."

5:30 M. Danzart, ENSIA. "New Developments In Preference Mapping Techniques : Finding Out A Consumer Optimal Product, Its Sensory Profile And The Key Sensory Attributes."

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

11:30 N. Pineau, Centre Européen des Sciences du Goût. "Temporal Dominance of Sensations: Comparison with Conventional Profiling and Time-Intensity."

11:55 S. LeDauphin, ENITIAA/INRA. "A procedure for the analysis of Time Intensity curves."

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