Alternative Techniques in Descriptive Test and Application of R Program for Statistical Data Analysis

Kasetsart University Sensory and Consumer Research Center (KUSCR), Department of Product Development, Faculty of Agro-Industry is pleased to announce a totally new three-day workshop that emphasizes on alternative methods in descriptive analysis.

Food companies routinely use descriptive analysis to define and quantify sensory characteristics of products, and the information provided by descriptive profiles has numerous applications such as product development, quality assurance, understanding consumer preference, and advertising claim substantiation. However, traditional descriptive tests require extensive training and long testing periods because the vocabulary and associated training must be adapted to each product space. In addition, some of the traditional tests are trademarked. There is an obvious need for alternative descriptive methods that do not require a training phase and can be performed either by trained or untrained assessors.

Through lecture and practical sessions, this workshop will present four alternative descriptive methods that have become popular in food companies including check-all-that-apply (CATA), flash profile, pivot profile, and sorting task. Hand on R, the most comprehensive statistical analysis software, will also be presented and used for analysis of quantitative data obtained from practical sessions of the workshop. Participants are strongly encouraged to bring a laptop to practice data analysis using R.

**Dates and Time:** 22<sup>nd</sup>-24<sup>th</sup> July, 2015. Sessions start from 9 a.m. to 5 p.m.

**Location:** Ruay Petch Room, Maruay Garden Hotel. Bangkok. Thailand

**Who should attend:** industry professionals (R&D, QA, QC), professors and students who involve with sensory science.

**About the lecturers:**

**Dominique Valentin** received a Ph.D in applied cognition and neuroscience from the University of Texas at Dallas in 1996. She is currently an associate professor at AgroSup Dijon where she teaches sensory evaluation, cognitive psychology and multivariate statistics to food science engineering students and master students. Her current research deals with cognitive processes involved in perception of food products. She is particularly interested in understanding the effect of experience and culture on how we perceive, categorize, appreciate and describe chemosensory stimuli and has published many scientific papers on these topics.

**Hervé Abdi** is currently a full professor in the School of Behavioral and Brain Sciences, University of Texas at Dallas. His recent work is concerned with face and person perception, odor perception, and computational modeling of these processes. He is also developing statistical techniques to analyze the structure of large data sets as found, for example, in Genomics, brain imaging, and sensory evaluation (e.g., PCA, correspondence analysis, PLS-Regression, STATIS, DISTATIS, MFA, multi-table analysis, additive tree representations). He has published over 80 papers, 5 books and 3 edited volumes on these topics.

**Sylvie Chollet** is a researcher at the InstitutSupérieur d’Agriculture in Lille, France. She is in charge of the Sensory and Consumer lab, http://www.isa-lille.fr/. Sylvie is a reviewer of several journals and co-author of the new book “Novel Techniques in Sensory Characterization and Consumer Profiling”. Her main research interest is the study of expertise level in perceptual performance, sensory categorization and representation.

**Maud Desmas** is an associate professor at the InstitutSupérieur d’Agriculture in Lille, France. Her research focuses on the expertise impact on different sensory performance, and categorization and mental representation in food. She is also interested in studying alternative descriptive methods. Maud is a reviewer of different journals.

**Schedule:**

<table>
<thead>
<tr>
<th>Day 1: Wednesday, July 22</th>
<th>Day 2: Thursday, July 23</th>
<th>Day 3: Friday, July 24</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.00-08.45   Registration</td>
<td>09.00-10.30   Flash profile : lecture &amp; practical</td>
<td>09.00-10.30   Data analysis of pivot profile (CA) with R</td>
</tr>
<tr>
<td>08.45-09.00   Opening ceremony</td>
<td>10.45-12.00   Multiple Factor Analysis (MFA)</td>
<td>10.45-12.00   Sorting task: lecture &amp; practical / list reduction</td>
</tr>
<tr>
<td>09.00-10.30   Introduction to sensory evaluation</td>
<td>13.00-14.45   MFA with R on Flash profile data</td>
<td>13.00-17.00   Analysis of sorting task data using DistatisR</td>
</tr>
<tr>
<td>10.45-12.00   Statistical analysis of sensory data using R</td>
<td>15.00-17.00   Data analysis of CATA data (Correspondence analysis and Cochran) with R</td>
<td>Coffee breaks: 10.30-10.45, 14.45-15.00 Lunch: 12.00-13.00</td>
</tr>
</tbody>
</table>
Organized by:
Kasetsart University Sensory and Consumer Research Center (KUSCR), Thailand;
AgroSup Dijon, University of Burgundy, France; and Groupe ISA, Lille Catholic University, France under the Franco-Thai Cooperation Programme in Higher Education and Research 2014-2015

Cost and registration information: Course Fee is 5,200 THB (US$ 160) including all course materials, luncheons, and coffee breaks. Hotel accommodations are not included.

Please transfer the course fee to the saving account:
TMB Bank Public Company Limited, Kasetsart University branch
Swift code for wire transfer: TMBKTHBK
Account name: Suntaree Suwonsichon and Withida Chantrapornchai
Account number: 069-2-57058-3

For more information:
Please contact us at kuscr@hotmail.com, Tel +66-89-441-8352
or visit our website at http://www.agro.ku.ac.th
or www.facebook.com/kuscr

REGISTRATION FORM
Alternative Techniques in Descriptive Test and Application of R Program for Statistical Data Analysis
22nd-24th July, 2015
Maruay Garden Hotel. Bangkok. Thailand

Name ............................................................................................................................................
Title/Position ................................................................................................................................
Company or Institute .......................................................................................................................
Address ........................................................................................................................................
......................................................................................................................................................
Tel: ...................... Fax: ...................... E-mail: ..........................................................
The name and address you would like to appear on the receipt: ..................................................
......................................................................................................................................................
......................................................................................................................................................

Please fill in the registration form and fax/e-mail the form and proof of payment to the following address no later than July 10, 2015 to reserve your place:
*Seats are limited to 60 participants.

Miss Sarisuk Sittiketgorn
Kasetsart University Sensory and Consumer Research Center
Tel : +66-2-562-5004 ext. 5254, +66-89-441-8352
Fax : +66-2-562-5005
E-mail : kuscr@hotmail.com
www.facebook.com/kuscr