

## Program for Sensometrics online 2020

Sensometrics 2020 will be an online conference due to the COVID-19 pandemic.

All times are given as CEST (Oslo, Madrid, Brussel) time which is the same as UTC + 2 hours.

### 6 October: Day 1

**16:00-16:15 Welcome and practical information**

**16:15-16:45 Invited speaker Harald Martens:**

“Quantitative Intuition: Combining prior knowledge and big data“.

**16:45-17:15 Flash presentations**

16:45-16:50 F1.1. Can children use temporal check-all-that-apply (TCATA) and temporal dominance of sensations (TDS)? *Ana Laura Velázquez*

16:55-17:00 F1.2 Analysing time intervals of TCATA citation rates using linear mixed model ANOVA. *Ulla Kidmose*

17:00-17:05 F1.3 Common problems in the experimental design of sensory tests in agricultural studies and recommended solutions. *Masoumeh Bejaei*

17:05-17:10 F1.4 Do we look at chocolate labels differently when deciding on purchasing, liking or healthiness? An eye-tracking study. *Amparo Tarrega*

17:15-17:45 *Break*

**17:45-18:45 Session 1: Individual differences and consumer segmentation – part 1**

17:45-18:00 O1.1 Combining hedonic information and CATA description for consumer segmentation: new methodological proposals and comparison. *Evelyne Vigneau*

18:00-18:15 O1.2 Do consumers focus on the same terms in a CATA task? *Thierry Worch*

18:15-18:30 O1.3 Determination of the number of clusters of subjects in Projective Mapping, Free Sorting and CATA experiments. *Fabien Llobell*

18:30-18:45 O1.4 Influence of ticking style on the validity of CATA data with 6-9-year-old children. *Martina Galler*

18:45-18:55 *Break*

**18:55-19:55 Session 2: Textmining and network analysis**

18:55-19:10 O2.1 Crowdsourcing consumer research: Understanding the importance of restaurant atmosphere via text mining and sentiment analysis of restaurant reviews in a large Yelp dataset. *Qian Janice Wang*

19:10-19:25 O2.2 Sorting Backbone Analysis: A network-based method of extracting key actionable information from free-sorting task results. *Jacob Lahne*

## Sensometrics 2020 online conference

19:25-19:40 O2.3 How to Use a Graph Database to Extract Insights from Diverse Historical Sensory and Consumer Data: A Step-By-Step Use-Case. *Alex M. Pierce-Feldmeyer*

19:40-19:55 O2.4 Why Graph Databases Are the Answer to the Question, "What Should We Do with Our Historical Data?" *John Ennis*

**19:55-20:00 Round up**

### 7 October: Day 2

**16:00-16:05 Welcome and information on practical aspects**

**16:05-16:40 Invited speaker: Marieke E. Timmerman:**

"Segmentation with complex data: Arriving at an insightful representation"

**16:40-17:10 Flash presentations**

16:40-16:45 F2.2 Connecting Trained-Panel Degree of Difference to Other Discrimination Methods. *Katie Osdoba*

16:45-16:50 F2.3 Taste versus reputation: the impact of sensory evaluation on consumers' preferences for pomegranate arils. *Samuele Trestini*

16:50-16:55 F2.4 Sensory Detection of Wine Faults Over Time Using Flash Profiling and the Electronic Tongue. *Victoria Minette Paup*

16:55-17:00 F2.5 Consensual model of data processing based on the blockchain approach for sensory data. *Vladimir Vietoris*

17:00-17:10 Q&A session

17:10-17:40 *Break*

**17:40-18:50 Session 3: Individual differences and consumer segmentation – part 2**

17:40-17:55 O3.1 Mixed Assessor Model for Scheffe type paired comparison data. *Hironori Satomura*

17:55-18:10 O3.2 Sensory profile optimization through preference distribution prediction for target demographics and consumer cohorts. *Jason Cohen*

18:10-18:25 O3.3 Global Data Set Segmentation: The Impact of Our Pre-Clustering. *Michael Gasho*

18:25-18:40 O3.4 Is Aggregate Survey Data a Misleading Representation of Individual Behavior? *Patti Wojnicz*

18:40-18:50 Q&A session

18:50-19:00 *Break*

19:00-19:15 O3.5 Understanding Consumers by Clustering – Successes, Problems and Pitfalls. *Anne Hasted*

19:15-19:40 O4.1 The SO-PLS (sequential and orthogonalized PLS) for path modelling; method, relation to graphical modelling and applications. *Tormod Næs*

**19:40-19:50 Round up**

### **8 October: Day 3**

**16:00-16:05 Welcome and information**

**16:05-16:40 Invited speaker: Michael Meyners**

“Controversy regarding relevance and rigor of Sensometrics for industrial applications”

**16:40-18:05 Session 5: Analysing data from temporal and emerging methods**

16:40-16:55 O5.1 A flavor map: understanding flavor pairing through projective mapping  
*Araceli Arellano-Covarrubias*

16:55-17:10 O5.2 Implicit and explicit validation of panelist engagement during sensory testing. *Mackenzie Hannum*

17:10-17:25 O5.3 Identifying temporal drivers based on temporal sensory descriptions and overall consumer expectations. *Quoc Cuong Nguyen*

17:25-17:40 O5.4 Statistical inference for TDS data modeled by Semi-Markov processes.  
*Cindy Frascolla*

17:40-17:55 O5.5 On statistical methods for TDS data analysis: Consideration about characteristics of each panelist and each taste. *Sumito Kurata*

17:55-18:05 Q&A session

18:05-18:35 Break

**18:35-19:20: Session 6: Getting more out of sensory and consumer data**

18:35-18:50 O6.1 Men, masculinity, and flavors: A multidimensional social representation.  
*Carlos Gómez-Corona*

18:50-19:05 O6.4 Accounting for the dimensionality of the dependence in analyses of contingency tables obtained with Check-All-That-Apply and Free-Comment.  
*Benjamin Mahieu*

19:05-19:20 O6.5 CATARACT, a new procedure to evaluate the quality of CATA data.  
*Thierry Fahmy*

**19:20-19:25 Round up**

**9 October – Day 4 – Workshops**

**16:00-16:05 Welcome and information**

**16:05-17:20 Applying Text Mining Methods for Sensory Evaluation Research**

Organizers: Sébastien Lê, Jacob Lahne

Participants: Jacob Lahne, Alexiane Luc, Benjamin Mahieu, Leticia Vidal

Facilitator: Sébastien Lê, Anne Hasted

**17:20-17:50 Break**

**17:50-19:05 Joint SSP and sensometrics workshop:**

Artificial Intelligence in Sensory practice: Separating Promise from Hype

Lead by Rafal Drabek

Participants: Amanda Grzeda, John Ennis, Leah Hamilton

**19:05-19:35 Closing remarks**