

Contents

Foreword	vii
Preface.....	ix
CHAPTER 1 Introduction to Sensory Evaluation	1
1.1 Introduction and objective	1
1.2 Historical background.....	8
1.3 Development of sensory evaluation.....	12
1.4 Defining sensory evaluation.....	15
1.5 A physiological and psychological perspective	17
CHAPTER 2 The Organization and Operation of a Sensory Evaluation Program	23
2.1 Introduction.....	23
2.2 Organizing a sensory evaluation program	26
2.2.1 Goals and objectives	30
2.2.2 Program strategy	32
2.2.3 Professional staff.....	34
2.2.4 Facilities.....	39
2.2.5 Test methods	54
2.2.6 Selection of subjects	55
2.2.7 Subject screening procedures	60
2.2.8 Performance monitoring and motivation	68
2.2.9 Requests and reports	71
2.2.10 Operations manual.....	75
2.2.11 Planning and research	76
2.2.12 Strategic use of research vendors.....	76
2.3 Conclusions.....	78
CHAPTER 3 Measurement	81
3.1 Introduction.....	81
3.2 Components of measurement: scales.....	83
3.2.1 Nominal scales.....	86
3.2.2 Ordinal scales.....	88
3.2.3 Interval scales	96
3.2.4 Ratio scales	97
3.3 Selected measurement techniques	101
3.3.1 Hedonic scale.....	101
3.3.2 Face scales	104
3.3.3 Labeled affective magnitude scale	106

3.3.4 Just-about-right scale	106
3.3.5 Other scales of interest.....	112
3.4 Conclusion	115
CHAPTER 4 Test Strategy and the Design of Experiments	117
4.1 Introduction.....	118
4.2 Test request and objective	120
4.3 Product criteria.....	121
4.4 Psychological errors.....	122
4.4.1 Error of central tendency	123
4.4.2 Time-order error.....	124
4.4.3 Error of expectation	125
4.4.4 Error of habituation and of anticipation.....	125
4.4.5 Stimulus error	126
4.4.6 Logical error and leniency error	126
4.4.7 Halo effect.....	126
4.4.8 Proximity error.....	127
4.4.9 Contrast and convergence errors.....	127
4.5 Statistical considerations	129
4.5.1 Reliability and validity.....	132
4.5.2 Replication.....	134
4.5.3 Independence and dependence of judgments	136
4.5.4 Random selection of subjects	136
4.5.5 Risk in the decision-making process:	
Type 1 and Type 2 errors.....	136
4.5.6 Statistical measures.....	139
4.6 Experimental design considerations	154
4.7 Selected product designs.....	157
CHAPTER 5 Discrimination Testing	167
5.1 Introduction.....	168
5.2 Methods	172
5.2.1 Paired-comparison test.....	172
5.2.2 Duo-trio test	174
5.2.3 Triangle test	176
5.2.4 Other test methods	178
5.3 Components of testing.....	179
5.3.1 Organization and test management.....	179
5.3.2 Test requests.....	181
5.3.3 Test objectives.....	182
5.3.4 Test procedures	183

5.3.5 Data analysis and interpretation.....	199
5.3.6 The just-noticeable difference.....	225
5.4 Special problems.....	226
5.4.1 Is there preference after difference?	226
5.4.2 Magnitude or degree of difference.....	228
5.4.3 Equivalency and similarity testing.....	229
5.4.4 Description of difference	230
5.5 Summary.....	230

CHAPTER 6 Descriptive Analysis233

6.1 Introduction.....	233
6.2 Test methods	245
6.2.1 Flavor profile.....	245
6.2.2 Texture profile.....	247
6.2.3 Quantitative descriptive analysis (the QDA method)	250
6.2.4 Spectrum descriptive analysis.....	275
6.2.5 Free-choice profiling.....	278
6.2.6 Other methods.....	280
6.2.7 Experts and expert panels	283
6.3 Applications for descriptive analysis	286
6.4 Conclusions.....	289

CHAPTER 7 Affective Testing.....291

7.1 Introduction.....	291
7.2 Methods	295
7.2.1 Paired comparison.....	296
7.2.2 Hedonic scale.....	300
7.2.3 Other methods.....	301
7.3 Subjects.....	304
7.4 Types of acceptance testing	307
7.4.1 Laboratory testing.....	307
7.4.2 Central location testing	310
7.4.3 Special types of central location tests.....	311
7.4.4 In-home-use tests	313
7.4.5 Other types of acceptance tests.....	318
7.5 Special issues	319
7.5.1 Sensory science versus marketing research/consumer insights.....	319
7.5.2 The difference–preference test.....	320
7.5.3 The curse of N	321
7.5.4 The scorecard as a short story	322

7.5.5 The many ways to ask the preference question	323
7.5.6 What question do I ask first?.....	324
7.6 Conclusions.....	325
CHAPTER 8 Strategic Applications	327
8.1 Introduction	327
8.2 Front end of innovation	329
8.3 Product development.....	334
8.4 Product optimization	345
8.5 Sensory, physical, and chemical relationships	356
8.6 Stability testing.....	363
8.7 Quality control.....	370
8.8 Market audits	384
8.9 Extended-use testing.....	386
8.10 Sensory and legal claims for advertising.....	388
8.11 Conclusion.....	393
CHAPTER 9 Epilogue	395
9.1 Introduction.....	395
9.2 Educating the sensory professional	398
9.3 The future.....	404
References.....	407
Index	425