1. Record Nr. UNINA9910830123903321

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Titolo	Statistics for sensory and consumer science [[electronic resource] /] / Tormod Næs and Per B. Brockhoff and Oliver Tomic
Pubbl/distr/stampa	Chichester, West Sussex ; ; Hoboken, N.J., : Wiley, 2010
ISBN	9786613174994 0-470-66918-7 0-470-66916-0 1-283-17499-5 1-119-95724-9
Descrizione fisica	1 online resource (308 p.)
Altri autori (Persone)	BrockhoffPer B TomicOliver
Disciplina	664/.07
Soggetti	Food - Sensory evaluation New products
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Machine generated contents note: Contents -- Preface -- Acknowledgements -- Chapter 1. Introduction -- Chapter 2. Important data collection techniques for sensory and consumer studies -- 2.1. Sensory panel methodologies -- 2.2 Consumer tests -- Chapter 3. Quality control of sensory profile data -- 3.1. General introduction -- 3.2. Visual inspection of raw data -- 3.3 Mixed model ANOVA for assessing the importance of the sensory attributes. -- 3.4 Overall assessment of assessor differences using all variables simultaneously -- 3.5 Methods for detecting differences in use of the scale -- 3.6. Comparing the assessors' ability to detect differences between the products. -- 3.7. Relations between individual assessor ratings and the panel average -- 3.8. Individual line plots for detailed inspection of assessors -- 3.9. Miscellaneous methods -- Chapter 4. Correction methods and other remedies for improving sensory profile data. -- 4.1. Introduction -- 4.2. Correcting for different use of the scale. -- 4.3. Computing improved panel averages -- 4.4 Pre-processing of data for three-way analysis -- Chapter 5. Detecting and studying sensory

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Sommario/riassunto

"As we move further into the 21st Century, sensory and consumer studies continue to develop, playing an important role in food science and industry. These studies are crucial for understanding the relation between food properties on one side and human liking and buying behaviour on the other. This book by a group of established scientists gives a comprehensive, up-to-date overview of the most common statistical methods for handling data from both trained sensory panels and consumer studies of food. It presents the topic in two distinct sections: problem-orientated (Part I) and method orientated (Part II), making it to appropriate for people at different levels with respect to their statistical skills. This book succesfully makes a clear distinction between studies using a trained sensory panel and studies using consumers. Concentrates on experimental studies with focus on how sensory assessors or consumers perceive and assess various product properties. Focuses on relationships between methods and techniques and on considering all of them as special cases of more general statistical methodologies. It is assumed that the reader has a basic knowledge of statistics and the most important data collection methods within sensory and consumer science. This text is aimed at food scientists and food engineers working in research and industry, as well as food science students at master and PhD level. In addition, applied statisticians with special interest in food science will also find relevant information within the book"--
"This book will describe the most basic and used statistical methods for analysis of data from trained sensory panels and consumer panels with a focus on applications of the methods. It will start with a chapter discussing the differences and similarities between data from trained sensory and consumer tests"--