

1. Record Nr.	UNISA996199133003316
Autore	Moskowitz Howard R
Titolo	Viewpoints and controversies in sensory science and consumer product testing [[electronic resource] /] / by Howard R. Moskowitz, Alejandra M. Munoz, Maximo C. Gacula
Pubbl/distr/stampa	Trumbull, Conn., : Food & Nutrition Press, c2003
ISBN	1-281-45033-2 9786611450335 0-470-38512-X 0-470-38490-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (491 p.)
Collana	Publications in food science and nutrition
Altri autori (Persone)	MunozAlejandra M. <1957-> GaculaMaximo C
Disciplina	658.5/752
Soggetti	Commercial products - Sensory evaluation Reliability (Engineering) Engineering inspection
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	VIEWPOINTS AND CONTROVERSIES IN SENSORY SCIENCE AND CONSUMER PRODUCT TESTING; CONTENTS; CHAPTER 1 THE ROLE OF SENSORY SCIENCE IN THE COMING DECADE; CHAPTER 2 INTERNATIONAL SENSORY SCIENCE; CHAPTER 3 SENSORY MYTHOLOGY; CHAPTER 4 CONTRASTING R&D, SENSORY SCIENCE, AND MARKETING RESEARCH APPROACHES; CHAPTER 5 VALIDITY AND RELIABILITY IN SENSORY SCIENCE; CHAPTER 6 THE INTERFACE BETWEEN PSYCHOPHYSICS AND SENSORY SCIENCE: METHODS VERSUS REAL KNOWLEDGE; CHAPTER 7 DESCRIPTIVE PANELS/ EXPERTS VERSUS CONSUMERS; CHAPTER 8 SAMPLE ISSUES IN CONSUMER TESTING CHAPTER 9 HEDONICS, JUST-ABOUT-RIGHT, PURCHASE AND OTHER SCALES IN CONSUMER TESTSCHAPTER 10 ASKING CONSUMERS TO RATE PRODUCT ATTRIBUTES; CHAPTER 11 QUESTIONNAIRE DESIGN; CHAPTER 12 CHOICE OF POPULATION IN CONSUMER STUDIES; CHAPTER 13 BIASES DUE TO CHANGING MARKET CONDITIONS; CHAPTER 14 SAMPLE SIZE N, OR NUMBER OF RESPONDENTS; CHAPTER 15 THE USE AND

CAVEATS OF QUALITATIVE RESEARCH IN THE DECISION-MAKING PROCESS; CHAPTER 16 THE FOUR D'S OF SENSORY SCIENCE: DIFFERENCE, DISCRIMINATION, DISSIMILARITY, DISTANCE; CHAPTER 17 REPLICATION IN SENSORY AND CONSUMER TESTING CHAPTER 18 LANGUAGE DEVELOPMENT IN DESCRIPTIVE ANALYSIS AND THE FORMATION OF SENSORY CONCEPTS CHAPTER 19 USE OF REFERENCES IN DESCRIPTIVE ANALYSIS; CHAPTER 20 TRAINING TIME IN DESCRIPTIVE ANALYSIS; CHAPTER 21 CONSUMER-DESCRIPTIVE DATA RELATIONSHIPS IN SENSORY SCIENCE; CHAPTER 22 PRODUCT AND PANELIST VARIABILITY IN SENSORY TESTING; CHAPTER 23 FOUNDATIONS OF SENSORY SCIENCE; CHAPTER 24 APPLICATIONS OF SAS PROGRAMMING LANGUAGE IN SENSORY SCIENCE; CHAPTER 25 ADVANCES AND THE FUTURE OF DATA COLLECTION SYSTEMS IN SENSORY SCIENCE; INDEX

Sommario/riassunto

The authors skillfully present different approaches to the same problem and even different ways to look at the same type of data. If you have ever been stumped by a controversy in product assessment, the design of studies, or the analysis of data, you will find the answer in this book.
