Short Courses in Sensory Science:

Sensory Evaluation - Statistical Methods and Interpretation

20—24 January 2020 University of Nottingham, Sutton Bonington campus

Introduction

Do you know how to analyse sensory data? Have you ever wondered why you analyse your sensory data using the techniques you do, or do you ever question the validity of your conclusions?

This four day intensive course takes delegates through some of the **fundamental theory** behind the statistical analysis of sensory data. Starting with univariate techniques and moving through to multivariate analysis, the course highlights important issues for the application and **interpretation** of statistical techniques. Delegates will gain a deeper understanding of the routine techniques used to analyse sensory and consumer data, but also the **consequences** of making particular choices and hence develop confidence in the analysis and interpretation of sensory data.

Through the use of lectures and a series of practical activities delegates gain hands on experience of data analysis and the range of sensory and statistical packages available.

Aims and Objectives

By the end of the course delegates will be able to:
- Appreciate and apply a range of statistical techniques.
- Understand when to apply univariate and multivariate statistics.
- Interpret a range of statistical outputs.

Content

- Analysis of difference and similarity tests.
- Univariate statistics, including analysis of variance
- Multivariate statistics, including Principle Component Analysis (PCA) and Multiple Factor Analysis (MFA)
- Analysis of Check All that Apply (CATA) data and Correspondence Analysis (CA)
- Cluster analysis and preference mapping.

Teaching Team

- Dr Qian Yang, Assistant Professor in Sensory Science at the University of Nottingham.
- Dr Anne Hasted, honorary Associate Professor at the University of Nottingham and QI statistics
- Prof Hal McFie, honorary Professor at the University of Nottingham.

Cost and Registration

The cost of the module for 2020 is £1840 (no VAT).
For details or to register, please contact:
Liz Dinneen, Course Co-ordinator
University of Nottingham,
Sutton Bonington Campus,
Loughborough, LE12 5RD
Tel: 0115 951 6610
Email: **e.dinneen@nottingham.ac.uk**

Further Study Opportunities

This module is part of a group of six modules, that constitute our Post-graduate Certificate in Sensory Science, further details of which can be obtained from Liz Dinneen.

SSC Sensory Science Centre