June 19-21, 2019
Convitto della Calza
Oltrarno Meeting Center
Florence - Italy
THE ITALIAN SENSORY SCIENCE SOCIETY IS PLEASED TO PRESENT A 3-DAY NEW COURSE IN SENSORY AND CONSUMER SCIENCE

The course will feature recent advances in cognitive psychology applied to sensory and consumer studies on food, beverage, cosmetic, personal care and home care products. You will also get an overview of some of the most important methods and statistical tools that can be used for collecting and extracting useful information from sensory and consumer data. The course will give you an updated basis for planning an experimental design, understanding your results more in depth for decisions in a commercial setting.

Level: Intermediate-Advanced

The course will cover both theoretical background, a large number of relevant examples and case studies, computer demonstrations and hands on activities.

THE COURSE IS BASED ON A MULTIDIMENSIONAL APPROACH, WITH SIX MODULES, EACH FOCUSED ON A HOT TOPIC:
CONSUMER PREFERENCES, EMOTIONS, EXPECTATIONS, INDIVIDUAL DIFFERENCES, CONTEXTS AND PRODUCT CHARACTERISATION

THE LECTURERS

Prof. John Prescott
TasteMatters Research & Consulting, Australia
University of Florence, Italy

Prof. Erminio Monteleone
University of Florence, Italy

Prof. Gastón Ares
Universidad de la República, Uruguay

Dr. Sara Spinelli
University of Florence, Italy
SemioSensory | Research & Consulting, Italy
8.30 Registration
9.00 Introduction
9.30-10.30
John Prescott
Explaining preferences

Theoretical background
Psychology of consumer preferences
Influences: exposure, familiarity, attention, learning mechanisms

10.30-11.00 BREAK

11.00-12.00
John Prescott
Measuring preferences: methods and case studies

Explicit and implicit measures of preferences
Rating scales: applications and limitations
Implicit methods: Implicit association task (IAT), priming

12.00-13.00
Erminio Monteleone
Interpreting individual differences in liking

Hands on: Interpretation of preference mapping

13.00-14.00 LUNCH

14.00-15.00
John Prescott
Explaining individual differences
Theoretical background
Segmenting for liking, taste responsiveness, psychological traits and attitudes, physiological measures

15.00-15.30 BREAK

15.30-17.00
Sara Spinelli
Explaining emotions: methods and case studies

Hands on: Implicit association task test

17.00-18.00
Sara Spinelli & John Prescott
Designing a study: emotions, liking, preference

13.00-14.00 LUNCH

WEDNESDAY 19th JUNE 2019
PREFERENCE & EMOTIONS

THURSDAY 20th JUNE 2019
EXPECTATIONS & INDIVIDUAL DIFFERENCES

9.00-10.30
John Prescott
Explaining expectations

Theoretical background
Expectations as a psychological construct
Sources of expectations: memory, associations
Types of expectations: sensory-based, hedonic or affect-based, credence-based expectations

10.30-11.00 BREAK

11.00-12.00
Gastón Ares
Measuring expectations: methods and case studies
Hands on: Expectation test
Conjoint analysis: Evaluation of how extrinsic characteristics influence consumer expectations

12.00-13.00
Erminio Monteleone
Analysing expectations
• Assimilation and contrast effects
• The role of expectations in consumer-driven product development
• Measuring expectations to gain an insight into product performance

14.00-15.00
Gastón Ares
Measuring individual difference
Segmentation and cluster analysis
Hierarchical cluster analysis
K-means cluster analysis
Selecting the number of clusters
Comparing clusters and segments

15.30-16.30
Gastón Ares
R-basics: How to import data and launch an analysis
Hands on: Conjoint Analysis using R:
Relative importance of intrinsic and extrinsic characteristics on consumer perception

Cluster Analysis using R
FRIDAY 21st JUNE 2019
CONCEPT AND PRODUCT CHARACTERISATION

9.30-10.30
John Prescott
● Explaining context
  Theoretical background
  • What is a context?
  • Context has many meanings
  • Context and individual differences

10.30-11.00 BREAK

11.00-12.00
Sara Spinelli
● Studying context: methods and case studies
  • Context and product experience: Natural/Naturalistic/Lab context
  • Central Location Test vs Home Test
  • Evoked context: written scenarios, videos, pictures, immersive settings, virtual reality. Pros and cons
  • Appropriateness of situational contexts
  • Contexts and expectations
  • Context and emotions

12.00-13.00
Gastón Ares & Sara Spinelli
● Interpreting context appropriateness: exercises

13.00-14.00 LUNCH

14.00-15.00
Gastón Ares
● Explaining sensory differences and similarities

Novel methods for sensory characterisation in product development
- Based on global differences (holistic)
- Sorting and Projective Mapping/Napping®

Hands-on: projective mapping test
15.00-16.30 BREAK

15.30-16.30
Gastón Ares
● Measuring product perception: methods and case studies
  • Application of check-all-that-apply (CATA) and rate-all-that-apply (RATA)
  • Questionnaire design
  • When does the addition of a rating task improves the performance of CATA?
  • Insights for product optimization: Penalty-lift and penalty analysis based on the ideal product

REGISTRATION
Deadline for Early-bird Registration: 28th May, 2019
Apply now: rebrand.ly/courseUC2019

Registration fee (by the 28th May, 2019):
- 1000 euro (SISS/E3S members)
- 1100 (non SISS/E3S members)

After the 28th of May:
- 1100 euro (SISS/E3S members)
- 1200 (non SISS/E3S members)

Registration includes coffee breaks, lunches, course materials, certificate of attendance.

10% discount applied to each additional registrant from the same company/institution when registered at the same time.

5% discount is reserved to students, Post doc and young free lance professionals (under 35 years old).

Attendees may bring along their own PC/Mac laptops and install R and RStudio

VENUE
Convitto della Calza is located in the quarter of Oltrarno, very close to the Boboli Garden, Pitti Palace and the Ponte Vecchio.
The airport is just 20 minutes away by taxi and the central railway station is 2.2 km away.

Accommodation: the SISS has pre-booked rooms at a preferential price (by the 10th April 2019). Further information on scienzesensoriali.it/event/understanding-consumers-2019/

Convitto della Calza - Oltrarno Meeting Center
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R-Lab
16.30.00-18.00
Gastón Ares
Analysing product perception
Application of CATA questions including sensory, emotional and wellbeing-related terms.

Hands on:
CATA analysis using R

Multiple Factor Analysis using R:
Application to projective mapping data under blind and informed conditions

In case of need, assistance for the set up of the software will be provided.
Data for applications will be provided.
This course will feature recent advances in cognitive psychology, sensory and consumer sciences and statistics to measuring and interpreting consumer experience and product performances. The course is based on a multidimensional approach, with six modules, each focused on a hot topic. Each module is organised in three sessions:

- **EXPLAINING:** a psychological overview of the issue of the day: preferences, emotions, expectations, contexts and sensory characterisation

- **MEASURING:** a review of the methodologies available to measure the topic of the day in consumer behaviour: – Dos and Don’ts – Case studies

- **INTERPRETING AND ANALYSING:** Exercises in designing a study, analysing data using statistical techniques and interpreting the results

**YOU WILL LEARN THE FUNDAMENTALS IN CONSUMER COGNITIVE PSYCHOLOGY AND APPLIED CONSUMER NEUROSCIENCE**

**YOU WILL LEARN FUNDAMENTAL AND THE LATEST METHODS APPLIED IN SENSORY AND CONSUMER STUDIES**

**NEW: REGISTER TO THE R-LAB MODULE (OPTIONAL)**

Hands on, exercises and case studies

**YOU WILL LEARN ABOUT THE BASICS OF R AND HOW TO USE IT FOR THE STATISTICAL ANALYSIS OF SENSORY AND CONSUMER DATA**