



PREFERENCES EXPECTATIONS  
**UNDERSTANDING** CONTEXTS  
EMOTIONS **CONSUMERS**  
INDIVIDUAL DIFFERENCES IMPLICIT METHODS

June 5 - 7, 2024  
Hotel Minerva - Florence

June 14th, 2024  
SISS INTENSIVE COURSE & R-LAB MODULE (optional)

PREFERENCES EXPECTATIONS  
**UNDERSTANDING** CONTEXTS  
EMOTIONS **CONSUMERS**  
INDIVIDUAL DIFFERENCES IMPLICIT METHODS

THE ITALIAN SENSORY SCIENCE SOCIETY IS PLEASED TO PRESENT THE 8th RENEWED EDITION OF A 3-DAY 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 IMPLICIT METHODS



## 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

### **Dr. Lapo Pierguidi**

University of Florence, Italy



Wednesday 5th June 2024

## PREFERENCES & EXPECTATIONS

9.00-9.30 Introduction to the course

9.30-10.30 **John Prescott**

● **Explaining preferences**

Consumer preferences and acceptability: liking, wanting, preference and choice

10.30-10.45 Break

10.45-11.45 **Erminio Monteleone**

■ **Preference mapping**

hands on interpretation

11.45-13.00 **John Prescott**

● **Psychology of consumer preferences**

the role of memory and expectations

13.00-14.30 Long break|Lunch

14.30-15.50 **Gastón Ares**

▶ **Analysing expectations**

Conjoint analysis: Evaluation of how extrinsic characteristics influence consumer expectations

15.50-16.10 Break

16.10-17.30 **Erminio Monteleone**

■ **Measuring expectations: methods and case studies**

- Measuring expectations to gain an insight into product performance: Assimilation and contrast effects

Thursday 6th June 2024

## CONTEXT & INDIVIDUAL DIFFERENCES

9.30-10.30 **John Prescott**

● **Explaining emotions**

Theoretical background

- What are emotions?
- Valence and arousal

10.30-10.45 Break

10.45-12.30 **Sara Spinelli**

■ **Measuring emotions: methods, case studies & hands on**

- Explicit measurements: Standardised and product specific questionnaires; examples: EsSense Profile, GEOS, EmoSemio, PrEmo, emoji questionnaires
- Measuring emotions from the brain: applied consumer neuroscience
- Emotions in product development: from the product to the packaging (and back)
- Sensory drivers of emotions; integrating context appropriateness, sensory and emotional profiling "global" profiling of products

12.30-14.00 Long break|Lunch

14.00-15.00 **John Prescott**

● **Explaining context**

Context in sensory & consumer studies

15.00-15.20 Break

15.20-17.00 **Sara Spinelli**

● **Studying context: methods and case studies**

- Context and product experience: Natural/naturalistic/Lab context/ Home Test/Central Location Test
- Situational appropriateness
- Evoked context: written scenarios, videos, pictures, immersive settings, virtual reality. Pros and cons

Friday 7 June 2024

**EMOTIONS & IMPLICIT METHODS**

9.30-10.30 **John Prescott**

● **Explaining individual differences**

Individual differences: Segmenting for liking, preferred contexts, psychological traits and attitudes, taste acuity

10.30-10.45 Break

10.45-11.45 **Erminio Monteleone**

■ **Measuring individual differences in liking + Hands on: preference mapping interpretation**

- Individual differences in liking: external and internal preference mapping

11.45-13.00 **Gastón Ares**

■ **Measuring individual differences**

- Statistical techniques for clustering: Hierarchical and K-means cluster analysis

13.00-14.30 Long break|Lunch



14.30-15.30 Sara Spinelli

■ **Implicit methods applied in sensory & consumer studies**

- Implicit methods to study preference, emotions and expectations
- Implicit association task (IAT), priming and other tasks

15.30-15.50 Break

15.50-17.00 Lapo Pierguidi

■ **Hands on implicit methods**

Exercises of Implicit Association Test (IAT) design and data analysis

**ADDITIONAL R-MODULE**

**Pre-recorded lectures + Live Q&A session  
on Friday 14th of June 2024**

**R-Lab - Gastón Ares**

The course includes access to recordings of the lectures (2 hours - this part will not be live), scripts and exercises, support via email and a Live session for Questions and Answers (Friday 14th of June 2024, 14:30-16:30)

- 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

Attendees of the R-Lab module should install R and RStudio

[www.rstudio.com/products/rstudio/download/](http://www.rstudio.com/products/rstudio/download/)

(available for Windows and Mac). Data for exercises will be provided.

## REGISTRATION

**Deadline for Early-bird Registration:  
22nd May, 2024**

Apply now:  
<https://forms.gle/5AmA86MUikfbyuMu8>

**Registration fee  
(by the 22nd May, 2024):**

In-person 1000 euro (SISS/E3S members)  
In person 1100 euro (non SISS/E3S members)  
Online (live) -20%

**After the 22nd May 2024:**

In-person 1100 euro (SISS/E3S members)  
In person 1200 euro (non SISS/E3S members)  
Online (live) -20%

**15% discount** applied to each additional registrant **from the same company/institution** when registered at the same time.

**10% discount** is reserved to **students, Post doc and young free lance professionals (under 35 years old).**

R-Lab module is optional and will have a cost of 200 euro.

Attendees of the R-lab module should install R and RStudio

[www.rstudio.com/products/rstudio/download/](http://www.rstudio.com/products/rstudio/download/) (available for Windows and Mac).

Data for applications will be provided.

## MORE DETAILS ABOUT THE COURSE

**Intensive course Understanding consumers: 5-7 June 2024**

The course will be at Hotel Minerva - Florence. We offer the possibility to **watch the video recordings of the lessons** for 10 days after the course. Download of the video recordings is not possible.

We strongly encourage live participation as the course includes interactive activities, Q&A and discussion.

## MORE DETAILS ABOUT THE R-LAB

**R-module (optional): pre-recorded on demand + live Q&A, 14th of June 2024**

The R-module includes pre-recorded sessions, scripts, exercises, support via email and a live session of Q&A and discussion.





**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

**EXPLAINING, MEASURING AND ANALYSING CONSUMER PREFERENCES, EMOTIONS, EXPECTATIONS, INDIVIDUAL DIFFERENCES, CONTEXTS AND IMPLICIT METHODS**

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 preferences, emotions, expectations, contexts, individual differences and implicit methods

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

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

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

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

**YOU WILL LEARN HOW TO DESIGN A STUDY, ANALYSE DATA USING STATISTICAL TOOLS, HOW TO INTERPRET AND DISCUSS THE RESULTS WITH PRACTICAL APPLICATIONS**





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### CERTIFICATION

This program qualifies for the **Certification of Quality and Professional Qualification of Sensory Project Manager (SPM and SPMJ)** provided by the Italian Sensory Science Society (SISS).

SPM and SPMJ may claim 18 credit hours (+ 3 credit hours for the R-module) for their participation in this course.