UNIVERSITÀ
DEGLI STUDI
FIRENZE

GESAAF
DIPARTIMENTO DI GESTIONE
DEI SISTEMI AGRARI,
ALIMENTARI E FORESTALI

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SemioSensory
Research & Consulting

Società Italiana di Scienze Sensoriali

SISS

PREFERENCES EXPECTATIONS
UNDERSTANDING CONTEXTS
EMOTIONS CONSUMERS
INDIVIDUAL DIFFERENCES PRODUCT CHARACTERISATION

June 13-15th, 2018
Grand Hotel Minerva,
Florence - Italy

SISS INTENSIVE COURSE

& R-LAB MODULE (optional)

PREFERENCES EXPECTATIONS
UNDERSTANDING CONTEXTS
EMOTIONS CONSUMERS
INDIVIDUAL DIFFERENCES PRODUCT CHARACTERISATION

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 INSTRUCTORS

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

Prof. Erminio Monteleone
University of Florence, Italy

Dr. Gastón Ares
Universidad de la República, Uruguay

Dr. Sara Spinelli
University of Florence, Italy
SemioSensory | Research & Consulting, Italy

WEDNESDAY 13th JUNE 2018
PREFERENCE & EMOTIONS

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
Sara Spinelli
● **Explaining emotions**

Theoretical background
- What are emotions
- Emotions and decision-making
- Emotions and language

15.00-15.30 BREAK

15.30-17.00
Sara Spinelli
■ **Measuring emotions: methods and case studies**

- Explicit measurements: verbal and visual self-reports Standardised and product specific questionnaires; examples: EsSense Profile, GEOS, EmoSemio, PrEmo
- Implicit measurements: Implicit Association and Emotive Projection Test
- Measuring emotions through physiological measures (ANS)
- Measuring emotions from the brain: applied consumer neuroscience

Emotions in product development
- Emotions in the product experience: from the product to the packaging (and back)
- Sensory and branding: the impact of expectations on emotions

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

Hands on:
Implicit association task test
Questionnaire design and translation
Multi-country studies

**THURSDAY 14 th JUNE 2018
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

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

**15.30-16.30
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

**R-Lab
16.30.00-18.00
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
Multiple Factor Analysis using R:
Application to projective mapping
data under blind and informed conditions

FRIDAY 15th JUNE 2018
CONTEXT AND PRODUCT CHARACTERISATION

9.30-10.30
Sara Spinelli
● **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
▶ **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

15.00-15.30 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

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

REGISTRATION

Deadline for Early-bird Registration: 18th May, 2018
Apply now: **rebrand.ly/courseUC**

Registration fee (by the 18th May, 2018):

900 euro (SISS/E3S members)
1000 (non SISS/E3S members)

After the 12th of May:

1000 euro (SISS/E3S members)
1100 (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 **www.rstudio.com/products/rstudio/download/** (available for Windows and Mac). In case of need, assistance for the installation of the software will be provided.
Data for applications will be provided.

VENUE

Located in the heart of **Florence**, the hotel is just a few hundred metres from the cathedral and from the city's main monuments and museums.

The airport is just 15 minutes away by taxi and the central railway station is 100 metres away.

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EXPLAINING, MEASURING AND ANALYSING CONSUMER PREFERENCES, EMOTIONS, EXPECTATIONS, INDIVIDUAL DIFFERENCES, CONTEXTS AND SENSORY CHARACTERISATION

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

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

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

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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
for their participation in this course.