

Dansk Sensorik Selskab
inviterer til møde

Levnedsmiddelselskabet

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Sensory Science Goes Social

Sensory Science, Market Research, Social Media and Information Technology

Thursday 4 October 2012 at IDA House, Kalvebod Brygge 31 – 33, Copenhagen

Communication is an essential tool in sensory and consumer science and the recent digital social media are becoming an increasingly important instrument in market and corporate research. It is essential that one uses the social media optimally and focuses on the trade-off between cost-benefit and the unique opportunities that they can provide. However, are the data from social networks and blogging valid for all purposes in sensory and consumer research? Should one use other methods in approaching consumers? What to do with the many data, how to process them and make sense out of them? How to share the data and information? The seminar will deal with the above-mentioned questions in order to give a greater awareness of the opportunities and drawbacks of using social media in sensory and consumer research.

Programme

09:30 – 09:55 Registration

09:55 – 10:00 Welcome – **Senior Research Scientist Grethe Hyldig, DTU Food**

Digital media

10:00 – 10:30 Media of three degrees - communication in three steps
Professor Klaus Bruhn Jensen, Department of Media, Cognition and Communication, KU

10:30 – 11:00 Digital media – use in relation to food. A presentation of two Danish cases
Professor Karen Klitgård, Department of Aesthetics and Communication - Media Science, AU

Data sharing and analysis

11:00 – 11:30 Introduction of company and programmes – the future of data sharing and analysis of qualitative and quantitative data
Managing Director Gerben J. Ernst, EyeQuestion Software - Logic8 BV

11:30 – 12:00 Introduction of company and programmes – the future of data sharing and analysis of qualitative and quantitative data
Export Manager André Arbogast, Biosystemes

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- 12:00 – 13:00 Lunch
- 13:00 – 13:30 In situ test of food in Food Observatory, Agro Food Park, Aarhus N
– use and analysis of observation, interview and on-line survey
Manager Anne C. Bech, Consumer Insight
- Social media – a valid and reliable tool**
- 13:30 – 14:00 Workshop – is digital and social media the future in sensory science and market research.
- 14:00 – 14:30 Coffee
- 14:30 – 15:00 Social media in Arla
Research Scientist Maria Kümpel Nørgaard, Arla Foods
- 15:00 – 15:45 Use of digital and social media – sense or non-sense. The future of sensory and consumer science
Dr. Hal MacFie
- 15.45 – 16:00 Closing

Participant Fees:

Members of LEVS and Dansk Sensorik Selskab	DKK 800,-
IDA Members	DKK 1.000,-
Seniormembers and Unemployed Members	DKK 400,-
Student Members	DKK 200,-
Other Students	DKK 400,-
Others	DKK 1.200,-

Participation according to IDA rules.

Registration:

Not later than Monday 1 October 2012 to IDA at Phone +45 33 18 48 18 or electronically at www.ida.dk – meeting no. [994763](https://www.meetings.com/join/994763)

Yours sincerely

The Board of Directors



STRENGTH THROUGH
KNOWLEDGE