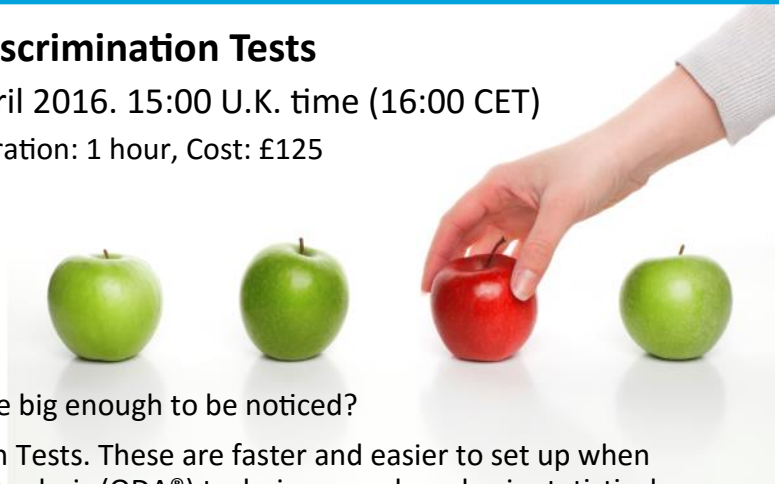


Discrimination Tests

Webinar: 27th April 2016. 15:00 U.K. time (16:00 CET)

Duration: 1 hour, Cost: £125

**Changing your ingredients?
Will your customer notice?**



How do you determine whether differences between two products are big enough to be noticed?

One approach is to use Discrimination Tests. These are faster and easier to set up when compared with the Qualitative Data Analysis (QDA[®]) techniques and use basic statistical thinking. You can test samples either as a whole (Unspecified Test) or you can compare them based on a specific attribute (Specified Test).

In this webinar Thierry Worch will present the most common Discrimination Test protocols and how the results are analysed using the Guessing Model and the Thurstonian Model.

To register visit www.qistatistics.co.uk/book-training or Telephone +44 (0)1189 345722

So why use Qi consultants? Well, we don't simply have the technical skills you need, we are also recognised as leaders in our field.

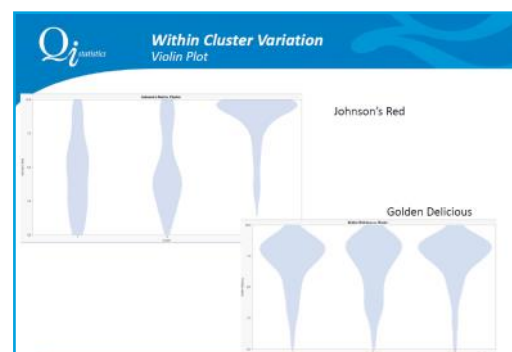
In March Anne presented to the **JMP Discovery Summit** in Amsterdam highlighting the strengths and weaknesses in JMP for analysing sensory data.

In May Gemma will be presenting to the **Society of Cosmetic Scientists Annual Conference** in Leicester, in June at the **IFST Sensory Science Group** conference in London and in July she is guest speaker at **Sensometrics 2016** in Brighton.



Last summer Thierry presented at the **Pangborn Sensory Science Symposium** and later this year he will present at **SensAsia** in Shanghai. Thierry will also be giving tutorials before **Sensometrics 2016** (Brighton, July) and **EuroSense** (Dijon, September).

We add value through our broad experience in applications as well as our in-depth knowledge of statistics.



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