

Discrimination Testing: The How and Why of Discrimination and Sensory Claims Tests

A one-day workshop designed to better understand discrimination tests, particularly in context of sensory claims.

Course Developed and Written by Anne Hasted and Gemma Hodgson

Presented by Gemma Hodgson, Qi Statistics Ltd
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Venue:
**Leonardo London Heathrow
Bath Road
West Drayton
UB70DP**

Course Summary

Discrimination tests seem to exist forever, and hence are widely used by companies. Yet, they may seem more complex than expected. In our experience many discrimination tests (evaluating differences or similarities between samples) are designed around practical constraints (cost/availability) rather than on sound statistical principals. This workshop following directly on the Pangborn conference in Edinburgh highlights the risks involved in this strategy and looks at methods for defining similarity/difference thresholds, as well as test methods and analyses for robust sensory claims testing.

Workshop Outline

- Presentation of the main discrimination tests of interest
- Quantifying test risks
- Importance of looking at confidence intervals as well as significance tests
- Are Difference/Similarity Tests the same?
- Comparison of different methods (e.g. Triangle v Tetrad)

- How to quantify a difference – proportion of distinguishers v d-prime? What are the advantages of each?
- How to calibrate your tests v consumer acceptability? What level of difference is acceptable.
- Replicating to increase sample size – is it OK?
- Making sensory claims – does your data support your claim? Is your data robust enough?

Software

We will be running the workshop using EyeOpenR and our new RShiny discrimination app which you will be given access to, but computers are not provided at the venue – so you will need to bring your own laptop. (Note a few laptops are available to hire for a small fee, choose the option when booking).

The Trainer

Gemma Hodgson has worked as a statistician, project manager, trainer and business consultant for over 25 years across a wide variety of projects within large and small multidisciplinary teams. Gemma has an MSc in Medical Statistics, was a statistician and a global project manager at Pfizer, before joining Takeda Global R&D as a principal statistician in 2006. Since joining Qi in 2012, Gemma’s business background and excellent statistical and communication skills are invaluable to our clients wanting to maximise information for competitive advantage from their data.

Course Schedule

9.00-10.00	Introduction. Statistical model behind difference tests, concepts of type 1 and type 2 risks and their importance in defining sample size. The importance of looking at confidence intervals as well as significance
10.00-10.45	Practical – comparing triangle and tetrad tests. Discussion on relative merits
10.45-11.30	Defining difference – proportion of detectors v “d-prime”. Thurstonian modelling
11.30-12.30	Calibrating discrimination difference measures v consumer acceptability
12.30-13.30	Lunch (provided at the venue and included in price)
13.30-14.15	Replicating to increase number of responses – OK or not? Testing independence using the beta-binomial distribution
14.15-15.15	Design of tests for sensory claims testing, parity v superiority. The regulatory framework
15.15-16.00	Important considerations and safeguards in analysis of sensory and preference claims
16.00-16.30	Case study and discussion

Pricing and Fees*

Registration Fee - Course attendance (exc VAT)	£575
Laptop hire	£50

*Payment may be made in £, \$ or Eu. The current exchange rate will be applied at the time of payment.

- Fees include folder of course material, refreshments and lunch.
- Discounts: We offer a 10% discount on registrations when two or more people from the same company register for the same course at the same time.
- Course fees reduced by 10% for members of academia

Book online from this link: <https://www.qistatistics.co.uk/product/the-how-and-why-...ims-tests-london/>

IMPORTANT NOTES:

Registration Policy: Registration is not final until payment is received. Unpaid spaces will be opened to new registrants 30 days ahead of the course. Virtual attendees must register and make payment at least 30 days before the start of the course to secure a virtual seat.

Payment: Payment may be made in, Euros, GB pounds or US Dollars via the Qi Statistics website or by transfer into Qi Statistics' currency accounts. Contact the course administrator Karen Starke: karen@qistatistics.co.uk for routing and IBAN details of the currency account you require.

Refund policy: Cancellation of registration can be made up to 30 days ahead, and return of payments, minus reasonable administrative expenses, will be made for these cancellations. Cancellations within 15 to 30 days of the course start will receive a credit for a future course. Registrants who fail to attend or cancel less than 15 days prior to the seminar start date are responsible for the entire fee. Substitution of another person for the same course may be made at any time.

Course Cancellation: Qi Statistics Ltd retains the right to cancel the course 30 days before the start date if less than 4 delegates have registered by that date. Please do not book your travel before this.

**For further information or questions contact:
Qi Statistics Ltd on info@qistatistics.co.uk or telephone
+44 (0)1189 345722**