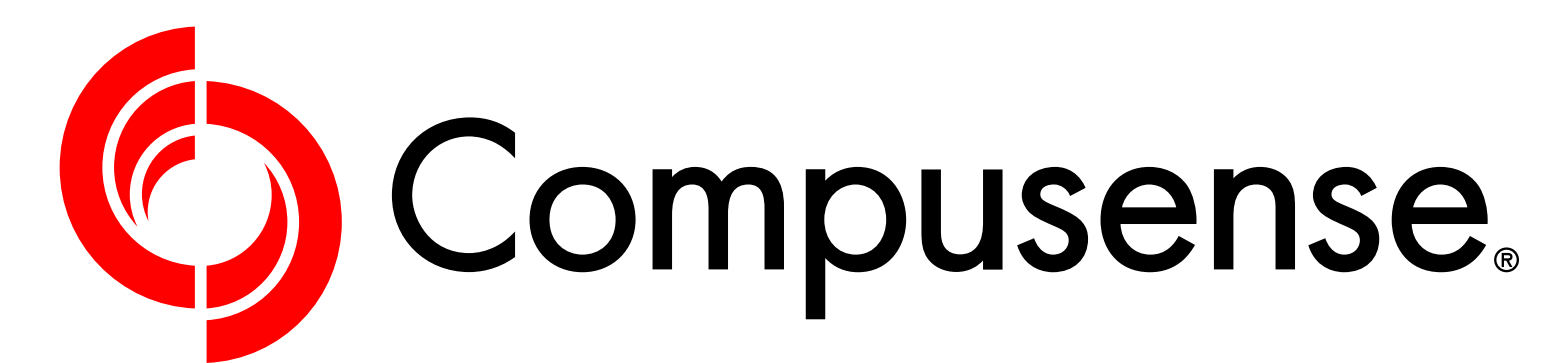


Does data capture device affect sensory descriptive analysis results?



C.M. Fisher, S.K. King, J.C. Castura, & C.J. Findlay ▪ Compusense Inc., Guelph, Canada



The sensory descriptive analysis of 4 snack bar products was conducted on 3 different data collection devices. Results were compared to determine whether the device affected the results.

Materials and Methods

Devices: iPod Touch, iPad, Laptop with an external monitor.

Products: 8 snack bar products (4 for training, 4 for evaluation).

Method: sensory descriptive analysis (20 attributes)

Design for product evaluation of 4 evaluation snack bars:

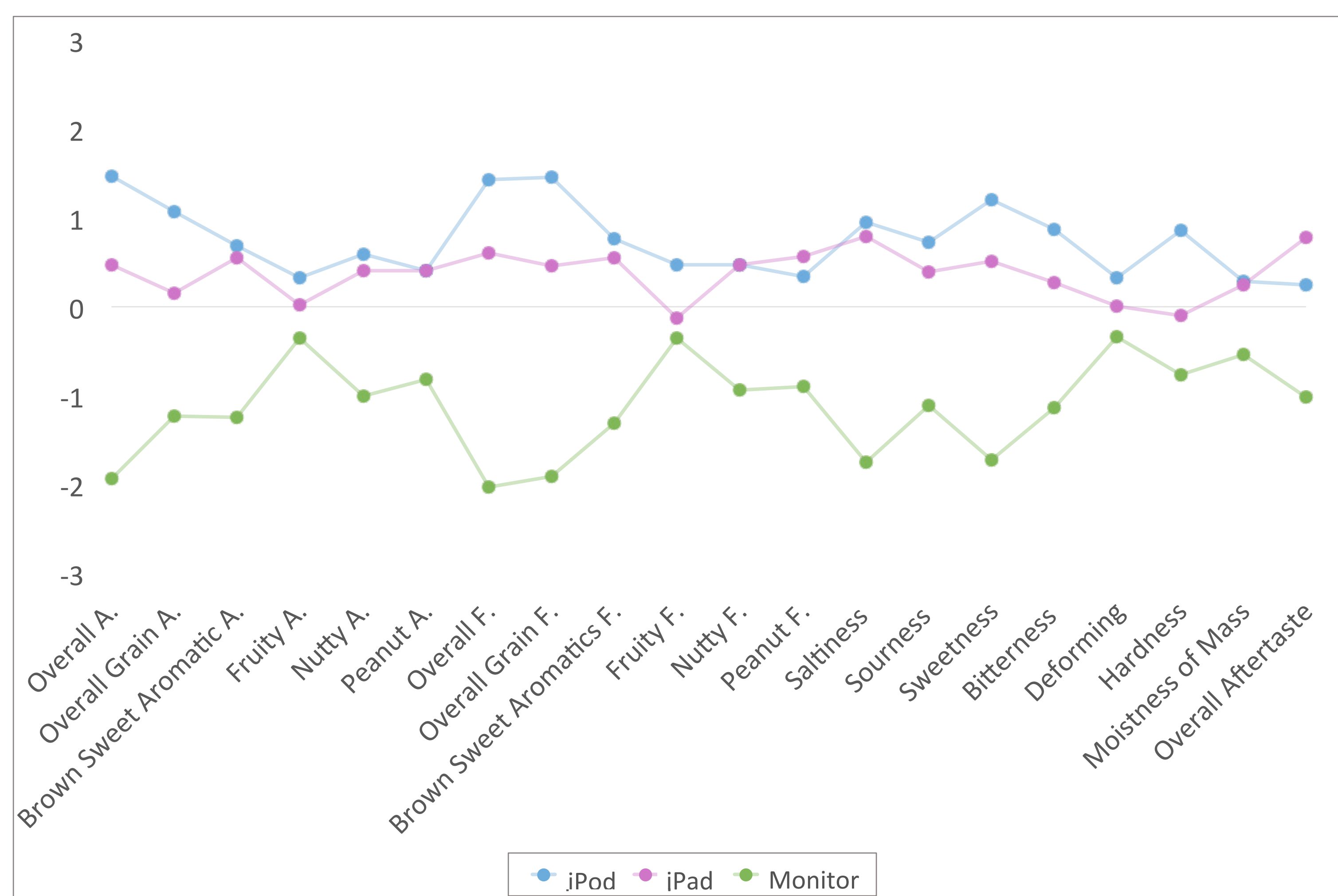
- Each experimental day: panelists evaluate 4 products on 3 devices (3 sessions).
- 3 days (i.e., 9 sessions × 36 product evaluations).
- Replication and blocking were used to balance product and device order effects.

GPA showing the consensus sensory space for the evaluation snack bars collected on each device based on evaluation by nose and evaluation in mouth.

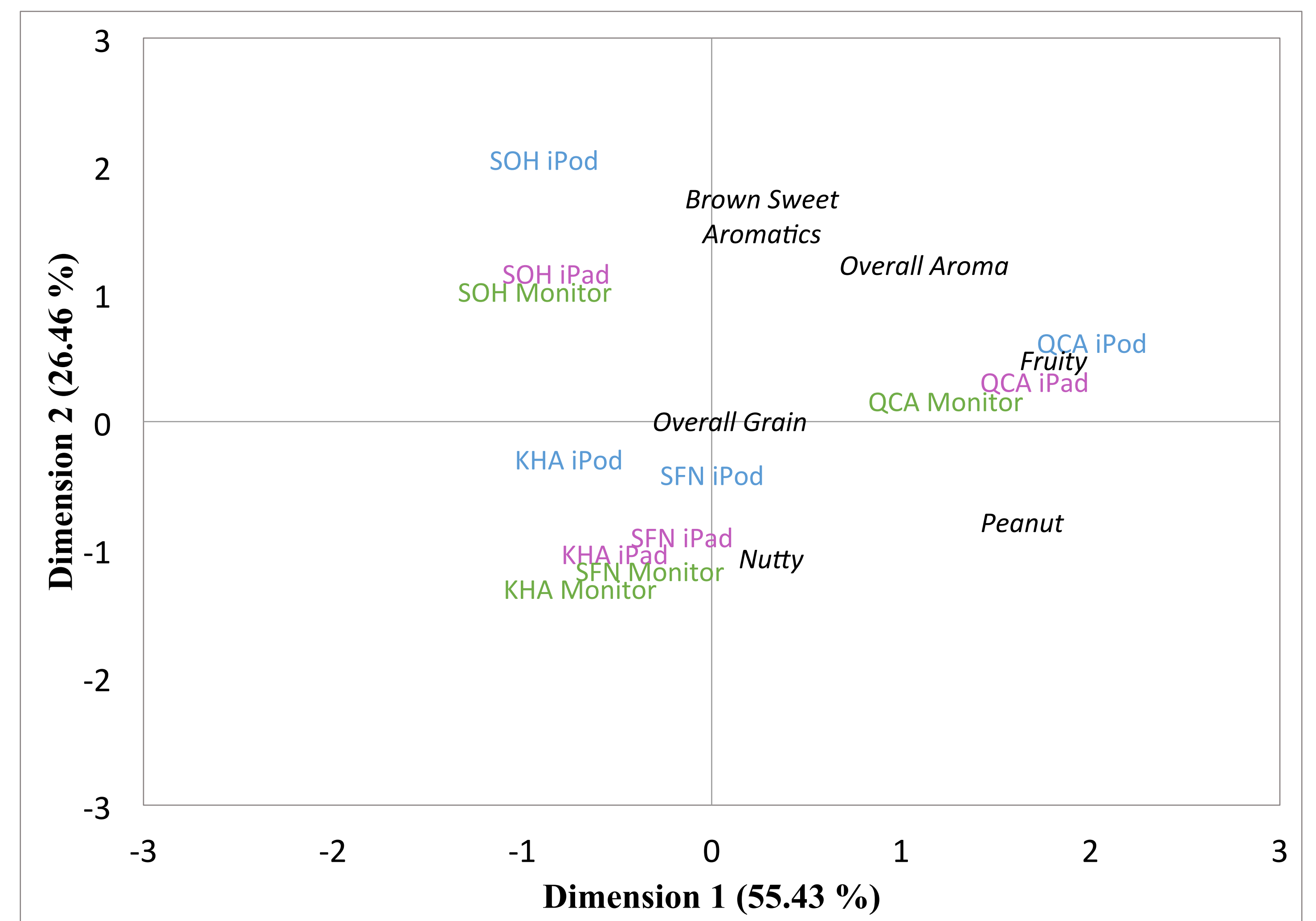
Device Panel
(n=12)



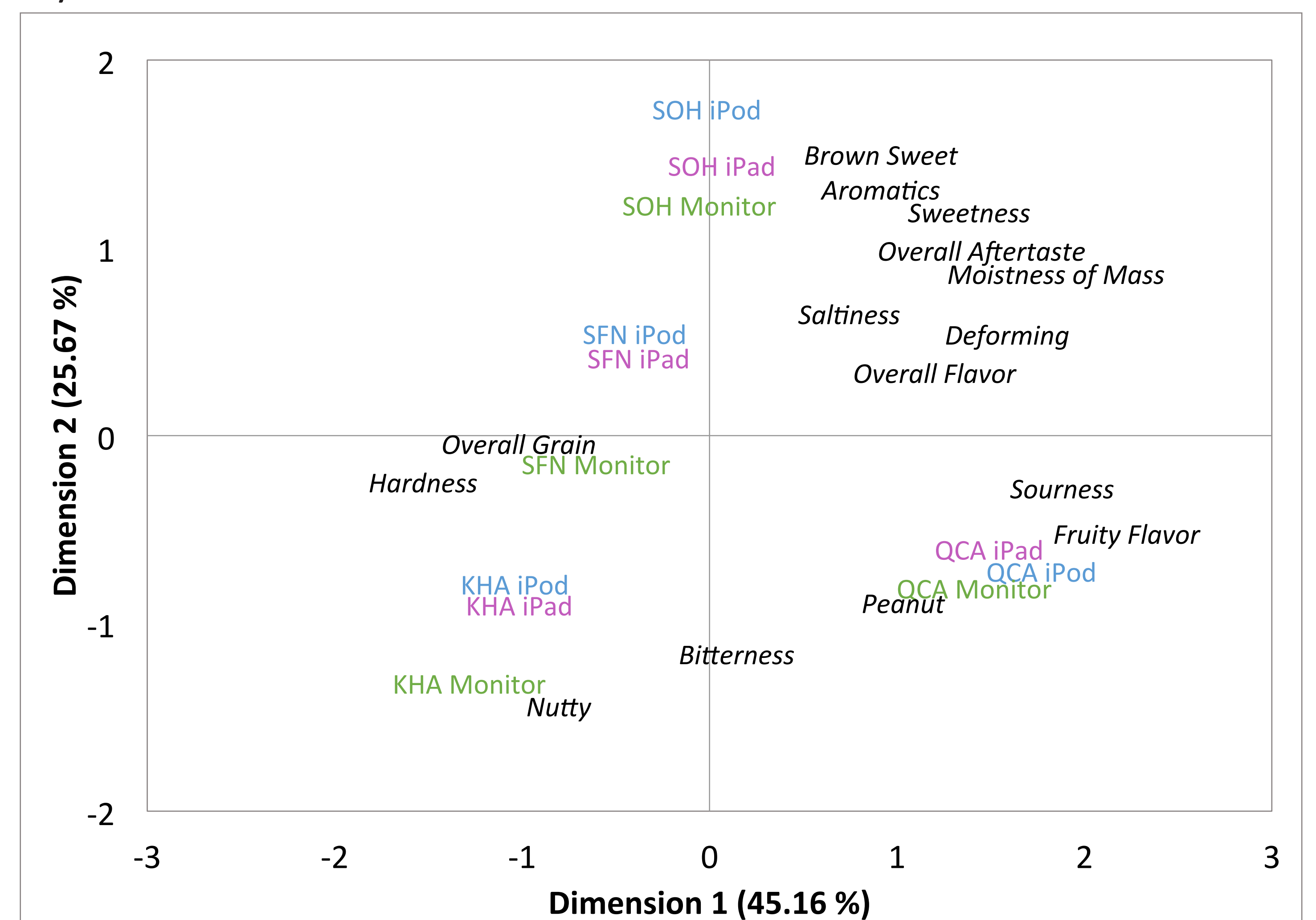
Mean device scores for each of the 20 attributes.



The difference from the standardized mean.



By Nose Evaluation



By Mouth Evaluation

Conclusions

- Products characterized similarly regardless of device.
- Differences in scale level were observed.
- Differences might be due to the stylus vs. mouse.
- Further research is required to evaluate the effect of using a stylus.