Immediate feedback training for difference from control panels

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DIAGEO

Compusense

Background
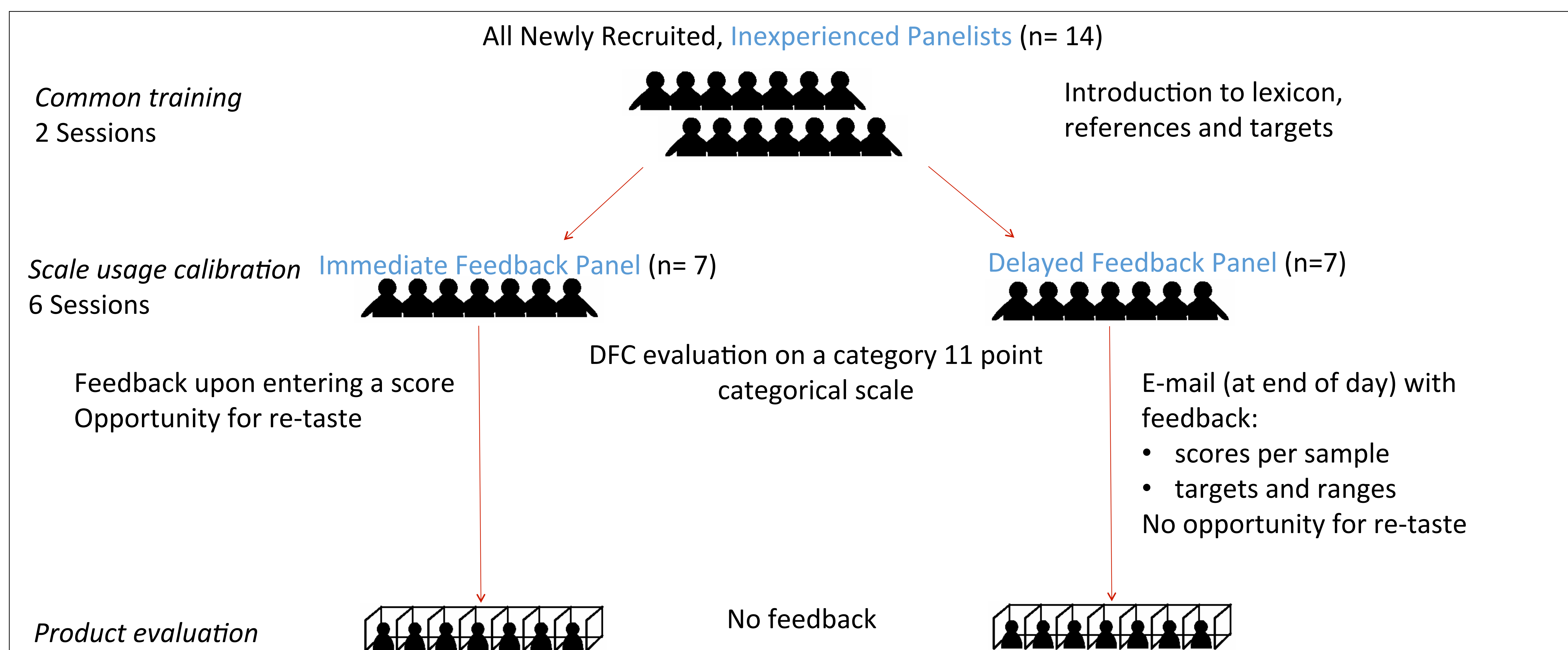
The assessor effect can be broken down into two parts:
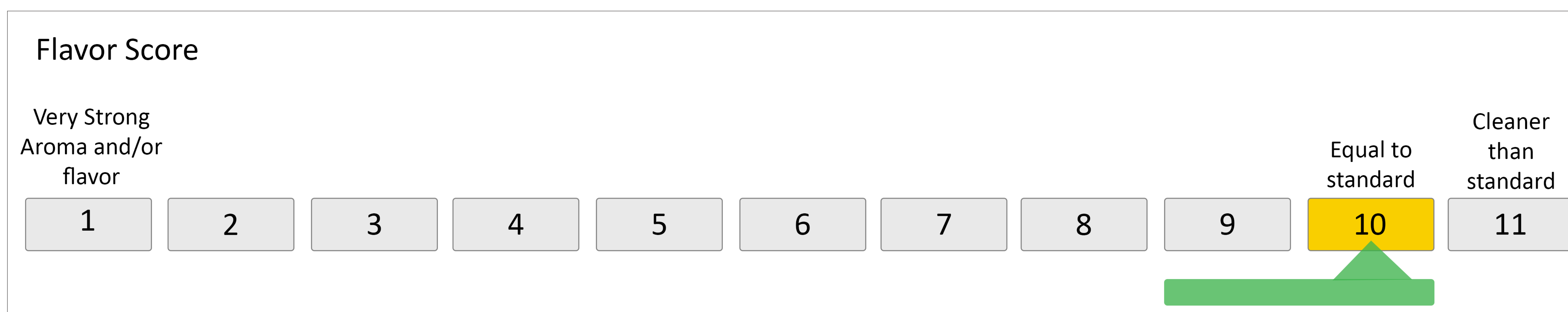• sensitivity, and
• scale usage

Feedback calibration attempts to:
• obtain consensus in scale usage amongst assessors,
• ↓ variability in scale usage,
• ↑ precision of measurement, and
• ↑ accuracy of measurement

Objective

To use FCM® to train quality control panellists.

All Newly Recruited, Inexperienced Panelists (n= 14)

Common training
2 Sessions

Introduction to lexicon, references and targets

Scale usage calibration
6 Sessions

Immediate Feedback Panel (n= 7)

Delayed Feedback Panel (n=7)

Feedback upon entering a score
Opportunity for re-taste

DFC evaluation on a category 11 point categorical scale

E-mail (at end of day) with feedback:
• scores per sample
• targets and ranges
No opportunity for re-taste

Product evaluation

No feedback

Immediate feedback is presented by showing the panelist response in yellow, the range as a green line and the target as a green arrow.

Flavor Score

Very Strong Aroma and/or flavor

Equal to standard

Cleaner than standard

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |

Conclusion

In a small scale test, similar results were obtained from both delayed and immediate feedback groups. However, immediate feedback panelists expressed feeling more confident in their performance.