



10th

SENSOMETRICS meeting

past] present [future

10 'Sensometric' conferences

a personal 'sentimental journey'

The banner features a grid layout. The top-left cell shows a landscape with green fields and a blue sky with clouds. The top-right cell contains the text '10th SENSOMETRICS meeting' in red and black. The bottom-left cell is a solid yellow rectangle. The bottom-right cell contains the text 'past] present [future' in black and red. The right edge of the banner shows a sailboat on water.

10th

SENSOMETRICS meeting

past] present [future

past

1992 Leiden, The Netherlands

The sensory view versus the data analytical view
(Pieter Punter & Willem Heiser)

The banner features a grid layout. The top-left cell shows a landscape with green fields and a blue sky with clouds. The top-right cell contains the text '10th SENSOMETRICS meeting' in red and black. The bottom-left cell is a solid yellow rectangle. The bottom-right cell contains the text 'past] present [future' in black and red. The right edge of the banner shows a sailboat on water.

10th

SENSOMETRICS meeting

past] present [future

past

1994 Edinburgh, Scotland

Sensory experiments: Do they make sense? (John Gower)



10th

SENSOMETRICS meeting

past] present [future

past

1996 Nantes, France

The dark site of preference mapping (Pascal Schlich)



10th

SENSOMETRICS meeting

past] present [future

past

1998 Kopenhagen, Denmark

Statistics and sensory analysis: who is taking advantage of the other? (G. Le Calvé)

The banner features a grid layout. The top-left cell shows a landscape with green fields and a blue sky with clouds. The top-right cell contains the text '10th SENSOMETRICS meeting' in red and black. The bottom-left cell is a solid yellow rectangle. The bottom-right cell contains the text 'past] present [future' in black and red. The right edge of the banner shows a sailboat on water.

10th

SENSOMETRICS meeting

past] present [future

past

2000 Columbia, USA

Market segmentation with finite mixture models
(Wagner Kamakura)

The banner features a grid layout. The top-left cell shows a landscape with green fields and a blue sky with clouds. The top-right cell contains the text '10th SENSOMETRICS meeting' in red and black. The bottom-left cell is a solid yellow rectangle. The bottom-right cell contains the text 'past] present [future' in black and red. The right edge of the banner shows a cable-stayed bridge at dusk.

10th

SENSOMETRICS meeting

past] present [future

past

2002 Dortmund, Germany

The psychology of food choice (Ep Köster)

The banner features a grid layout. The top-left cell shows a landscape with green fields and a blue sky with clouds. The top-right cell contains the text '10th SENSOMETRICS meeting' in red and black. The bottom-left cell is a solid yellow rectangle. The bottom-right cell contains the text 'past] present [future' in black and red. The right edge of the banner shows a sailboat on water.

10th

SENSOMETRICS meeting

past] present [future

past

2004 Davis Ca, USA

Conjoint measurement: A new vista for Sensometrics
(Howard Moskowitz)



10th

SENSOMETRICS meeting

past] present [future

past

2006 As, Norway

Making Sense of Data (Harald Martens)

The banner features a grid layout. The top-left cell shows a landscape with green fields and a blue sky with clouds. The top-right cell contains the text '10th SENSOMETRICS meeting' in red and black. The bottom-left cell is a solid yellow rectangle. The bottom-right cell contains the text 'past] present [future' in black and red. The right edge of the banner shows a sailboat on water.

10th

SENSOMETRICS meeting

past] present [future

past

2008 St-Catharine, Canada

Communicating Statistics to non-technical people
(Ann Hasted, Chantal Gilbert & Chris Findlay)

The banner features a grid layout. The top-left cell shows a landscape with a green field and a blue sky with clouds. The top-right cell shows a sailboat on a body of water at dusk. The middle-left cell is a solid yellow rectangle. The middle-right cell contains the text 'past] present [future' in a sans-serif font, with 'present' in red. The text '10th SENSOMETRICS meeting' is positioned across the top, with '10th' in the top-left cell, 'SENSOMETRICS' in the top-right cell, and 'meeting' in the middle-right cell.

10th

SENSOMETRICS meeting

past] present [future

'philosophical' papers

- 1992 Data analysis, a sensory view; sensory analysis: a data analytical view (Punter, Heiser)
- 1994 Sensory experiments: do they make sense? (John Gower)
- 1996 Sensometrics: a debate on statistical guidelines (Hal MacFie)
- 1998 Statistic and sensory analysis: who is taking advantage of the other? (G. Le Calvé)
- 2000 ?
- 2002 The psychology of food choice (Ep Köster)
- 2004 Conjoint measurement: A new vista for Sensometrics (Howard Moskowitz)
- 2006 Sensory science and sensometrics-yesterday, today & tomorrow (Hildegard Heymann)
- 2008 New ways to describe, compare, evaluate and analyze products and assessors (Hervé Abdi)
- 2010 "Imagine a Tree of Methods: What will Keep the Sensory Branches Growing?" (Willem Heiser)

10th

SENSOMETRICS meeting

past] present [future

	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010
Anova	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
PCA/MVA/GPA	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
Difference testing	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Consumer	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
Philosophical papers	Green	Green	Green	Green	Green	White	Green	Green	Green	Green
Cluster analysis	Red	Red	White	White	Red	Red	Red	White	White	Red
Preference mapping	White	Brown	Brown	Brown	Brown	Brown	Brown	White	Brown	Brown
PLS	White	White	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey
HMFA/MFA	White	White	White	White	White	Red	Red	Red	Red	Red
Panel performance	White	White	White	Light Green	White	White	Light Green	Light Green	Light Green	Light Green
Bayesian papers	White	White	White	White	White	White	White	White	Red	Red
SEM/Path modelling	White	White	White	White	White	White	White	White	White	Red
TDS	White	White	White	White	White	White	Green	Green	White	Green
Sorting	White	White	White	White	White	White	White	White	Purple	Purple
TI	White	White	White	Orange	Orange	Orange	Orange	Orange	White	White
Neural networks	White	White	Dark Blue	White	Dark Blue	White	White	White	White	White
Biplots	White	White	Orange	White	Orange	White	White	White	White	White
Fuzzy systems	White	White	White	White	White	White	Red	Red	White	White



10th

SENSOMETRICS meeting

past] present [future

present

July 25th

2010 Rotterdam, The Netherlands