



International Joint Conference

# IFSA – EUSFLAT 2015



## 16<sup>th</sup> World Congress of the International Fuzzy Systems Association and 9<sup>th</sup> Conference of the European Society for Fuzzy Logic and Technology

(<http://www.softcomputing.es/ifsa-eusflat2015/>)

### Call for Papers

### Special Session on “Soft Computing and Sensory Analysis”

#### Description of the session topic

Soft Computing techniques (Fuzzy Logic, Neuro-computing, Probabilistic Reasoning, Evolutionary Computation, etc.) are well-known because of their ability to work in a cooperative way, taking profit from the main advantages of each other. They yield knowledge-based systems able to solve lots of complex real-world problems for which classical techniques cannot give accurate results.

Sensory sciences have deep roots into physiology, psychology and psychophysics. They apply principles of experimental design and statistical analysis to interpret properly sensory data coming from human senses (sight, smell, taste, touch and hearing). Namely, sensory analysis is the science of sensory measurements where different techniques have tackled for years with consumers' expectations, likes and dislikes, yielding powerful consumer analysis techniques.

The aim of this special session is to discuss and disseminate the most recent advancements focused on Sensory Analysis supported by Soft Computing techniques, making emphasis on advance knowledge-based systems endowed with the capability to handle the inherent uncertainty and imprecision of such analysis.

Notice that, the focus of this session is also on computing with perceptions and how to capture the opinion and even the reaction of consumers when they face a new product or service:

- Can we do a customized design of product and services that satisfy the users' expectations?
- How can Soft Computing techniques help us in such design process?

#### Deadlines

- Paper submission: **January 16<sup>th</sup>, 2015**
- Notification of acceptance/rejection: **March 16<sup>th</sup>, 2015**
- Camera-ready papers: **April 16<sup>th</sup>, 2015**
- Conference dates: **June 30<sup>th</sup> – July 3<sup>rd</sup>, 2015**

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#### Scope of the session

The topics of interest of this special session include (but are not limited to):

- Quality assessment of food and non-food products
- Sensory evaluation practices (descriptive analysis, affective testing, etc.)
- Analysis of expert panel or consumer data
- Qualitative and quantitative evaluation of subjective measurements
- Expert knowledge elicitation
- Cooperation between expert knowledge and data mining
- Management of uncertainty in sensometry
- Computing with sensory perceptions
- Modeling global quality of products
- Decision making based on qualitative sensory analysis
- Marketing supported by sensory analysis
- Human-centric design of products guided by sensory analysis

#### Notes

If you are interested in submitting a paper on these and related topics, please do not hesitate to contact by e-mail the organizers of this special session.

Please, notice that the session will be actually organized only if we receive a congruent number of papers through the submission website. Of course, papers submitted for special sessions are to be peer-reviewed with the same criteria used for the rest of contributed papers. As a result, all accepted papers will be included in the proceedings of the IFSA-EUSFLAT 2015.

#### Organizers

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