

Observations



Welcome to our Autumn newsletter!

This quarter we have updates from where we've been recently, and news of our upcoming courses, plus of course our regular 'quicknotes' handy hints!

For any further information on what Qi Statistics can offer to your business, be it design, analysis and reporting, consultancy advice, training or software, please contact us on info@qistatistics.co.uk or +44(0)1889 345 722

HURRAY FOR AUTUMN!

Another book chapter...!

In December a new book entitled '[Sensory Evaluation of Sound](#)' edited by Nick Zacharov will go on sale. The book gives a broad overview of all aspects of the application of sensory methods, originally developed in the food industry, to sound. Thierry Worch is a co-author (together with Jesper Ramsgaard and Nick Zacharov) of the chapter presenting the different sensory methodologies currently available. Now on pre-order so get your copy whilst stocks last!

Eurosense conference September18

If you attended Eurosense this year, hopefully you popped by our stand, tried our puzzles to win a prize and got one of our VERY popular badges! We were busier than ever at the stand this year, so apologies if we have not yet followed up from your business cards, we are getting there! The pre-conference Bayesian tutorial was well-attended, as was our panel performance talk and we are now in discussions for follow-up work on both topics. A [panel performance webinar](#) has recently been published on our website, using similar material from the talk, so click on the link if you did not make it and wish to know more.

GOODBYE HAL, HELLO QI!

For many years, Qi has worked in partnership with Hal MacFie writing and delivering sensory and consumer training courses across the globe.

We are sad to say Hal has finally decided to step back now, however...Qi will be carrying on in his famous footsteps. Hal has kindly given us permission to continue delivering the courses and now to manage them also. So the popular training that Hal worked so hard to ensure reached sensory and consumer researchers all over the world, will not be lost!

You will see some updates and some new offerings as well as the popular courses Hal has run for many years.

In November this year, Anne will be giving the first of the new one-day 'Jamboree' courses, aimed at covering bite-size topics in one-day 'just-in-time' training that minimizes participants' time out of the office. Many of the courses are also available to be joined from anywhere in the world as a 'virtual classroom' option, enabling you to dial in and get a classroom experience with the other participants, from your office, home or even hotel. You just need an internet link and a laptop.



The next courses coming up are as follows:

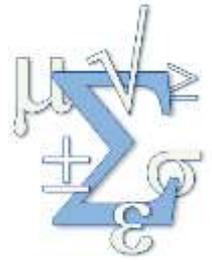
20 Nov 2018, 1-day [Analysis of Variance Masterclass](#), Melbourne (or attend virtually)

21 Nov 2018, 1-day [Product Optimisation Using Ingredients/Processes and Sensory/Consumer Data](#), Melbourne (or attend virtually)

You can sign up for these courses by following the links in the titles above, or going to Hal's website.

From 1 January, you will be able to book all courses from the Qi website '[Upcoming Training](#)' page, although info will still be available on Hal's website for some time.

Hal will no longer be sending out emails about his courses, so make sure you are on our list! If you wish to be added to our advertising list to hear about the upcoming courses then please let us know by email or by signing up on [our website](#).



Come along and meet us for our first ever [Qi Conference!](#)

- Key note speakers Hal MacFie (maybe your last chance to hear Hal present!) and Hannelize van Zyl (Heineken)
- Training talks and individual bookable clinic slots from Qi staff
- Collect goodies and see our latest posters
- See a demo of our Qi software or ask the developers for help.
- Talk to our EyeOpenR software partners – Logic8
- Come along to our pre- and post-conference training courses
- Meet the whole Qi team and chat about how we may be able to help you with statistical design, analysis, reporting work or bespoke software solutions.
- Network on a small and friendly scale over lunch and breaks with other sensory and consumer employees

BOOKING NOW OPEN!

Click on the Colloquium logo to go to the booking page for more information or to book a space



Quicknotes ..handy hints and explanations from Qi Statisticians!

Statistical Terminology – Coefficient

Many statistical terms are common words like 'variance' that have later been given a special technical meaning. The word 'coefficient' on the other hand was introduced - as the Latin *coefficientis* - by the French mathematician [François Viète](#) as early as the 16th century, to denote a number that multiplies a known or unknown quantity.

In a statistical context you are most likely to encounter the following types of coefficient:

- Regression coefficient: the multiplier of a variable in a regression equation.
- Correlation coefficient: a measure of dependence between two variables.
- Coefficient of variation: standard deviation of a variable divided by its mean.
- Coefficient of concordance: a measure of agreement among rankings.

Although a coefficient is just a number, not all coefficients are created equally, so ensure you understand which one you're dealing with and what it means! Stats software packages usually provide good definitions in their help files, so if you're unsure, read up before you start interpreting them.

...If you need more help with any strange statistical terminology you don't understand fully, get in touch or *look out for further Quicknotes...*

Training Updates

Qi-Hal MacFie courses 2019

We will be releasing the course schedule for 2019 in December with both the established courses focussing on sensory and consumer test data but also some new one-day masterclasses on more specific topics

NEW SELECTION OF TOPICS FOR JAMBOREE 1-DAY COURSES!

- Analysis of Variance Masterclass
- Intro to Bayesian Statistics for Sensory/Consumer Data
- Questionnaire Design for Consumer Research and Product Testing
- Product Optimisation Using Ingredients/Processes and Sensory/Consumer Data
- The Ups and Downs of p-values, their Use and Mis-use
- Similarity or Difference? Ensure your business decisions are sound.

We regularly update the courses we are offering on the website on the ['Book Training'](#) page or [Qi Calendar](#) page. Follow the links to find out more or simply [get in touch](#).

We also offer these courses and others **in house** for a more customised experience.

Logic8 Update

Logic8 will be present at our Colloquium in May 2019 if you want to talk to them, see a demo or have questions on any of the EyeQuestion suite of products. To keep up to date with what they are up to, [view their blog](#)