

Observation



Welcome to our Summer 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 SUMMER!

Book chapter...

Recently, Anne has contributed a chapter on statistical analysis in '[Descriptive Analysis in Sensory Evaluation](#)' by Kemp, Hort and Hollowood. Now on sale so get your copy whilst stocks last!

Text Explorer - JMP User Forum

In July, Anne and Gemma attended the UK JMP User forum at Abbott in Witney, UK, with Anne presenting her recent venture into the world of analysing textual data using the newly released tool - JMP Text Explorer. Anne showed how useful the tool is to pick out key themes in groups of text data - which up until now has been difficult to summarise quantitatively with standard statistical software. The text explorer not only produces some nice word clouds but allows for some fairly advanced analytical methods to be used to quantify the key messages that the text data is concealing.

There was also updates from the JMP team on the improvements and additions in the latest release JMP14, including the functional data explorer tool - watch this space as more info on this will come soon in a later blog.

For more info on how the text explorer could help you please [contact us](#).

UPCOMING EVENTS



Eurosense conference September

Qi will be out in (nearly) full force in September, in Verona...

- Mary and Gemma will be presenting a pre-conference tutorial on Intro to Bayesian Statistics for Sensory/Consumer data
- Thierry has an oral presentation on panel performance
- We will also have a new poster to present at our stand on the analysis of text data, summarizing our research on the topic this year.
- Anne is running a 1-day Qi-Hal MacFie course on [Product Optimisation](#) (see next page)
- Thierry is running a 1-day course on [Panel Performance](#) (see next column)

As well, of course, as some stats games to test your knowledge and win you prizes!

There will possibly still be opportunities to sign up to the post-conference courses at our stand.

Qi Public Training Courses

We regularly update the courses we are offering on the website on the '[Book Training](#)' page or [Qi Calendar](#) page, however some of our imminent offerings are below. Follow the links to find out more or simply [get in touch](#) with us. We also offer these courses and others in house for a more customized experience.

5-6th Sept: Panel & Panellist Performance in EyeOpenR. Verona

11-12th Sept: Getting to Grips With Basic Data Analysis Using XLSTAT. Reading, UK

20th Sept: Stats Fundamentals for clinical trials for Non-Statisticians, Reading UK

Plus the new Jamboree of courses we will be jointly running with Hal in Oct/Nov this year...[find out more!](#)

Find more courses [here](#).

EUROSENSE 2018 – VERONA, ITALY



Come along and meet us at our stand in September!

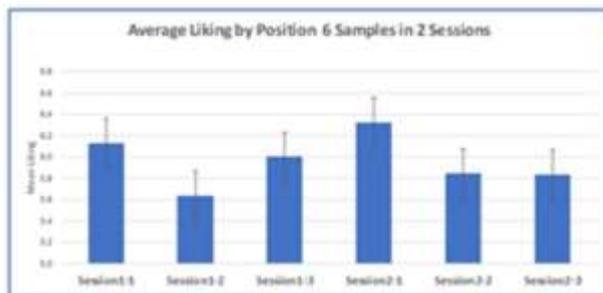
- Try your hand in our statistical games arcade...prizes to be won!
- Collect goodies and see our latest posters at our exhibition stand
- Find out about our first ever conference the 'Qi Colloquium' to be held next year in May 2019
- Meet some of the team and chat about how we may be able to help you with statistical design, analysis, reporting work or bespoke software solutions.
- Demo our software
- Come along to our pre-conference tutorials or post-conference training courses – 'Panel Performance' or 'Product Optimisation' – [bookable via our website](#) now

SEE YOU THERE!

Quicknotes ...handy hints and explanations from Qi Statisticians!

Clustering Consumers on Product Liking- Presentation Order Problems

If you are setting up a study with the aim of investigating whether there are groups (clusters) of consumers with different product preferences, then it is important to remember that there is a very predictable consumer behaviour for most studies. Consumers tend to score the product that they experience first higher in liking. The picture below shows the average liking across position for a study where 6 samples were presented to consumers in two sessions, balanced for presentation order. You can see a clear tendency for the consumers to score higher for the first sample tasted in each session. If clustering was carried out on this data the position effects are likely to bias the results.



There are **two ways of overcoming this problem**:

1. Present a "dummy" sample at the beginning of each session, and then throw away this data. (it is recommended that this dummy is an "average" sample in the middle of the product space)
2. If a dummy sample is not appropriate for your product trial then you must correct the data for order effects before running the cluster analysis.

And then there are the issues with individual use of scale to deal with... We can provide information and help on managing these kinds of issue statistically and help you analyse your data correctly. *Get in touch and look out for further quicknotes...*

Qi Partner Updates

Hal MacFie-Qi courses

UPCOMING FACE-TO-FACE (& VIRTUAL) COURSES:

6 Sept: [Product Optimisation using Ingredients/Processes and Sensory/Consumer Data, Verona](#)

25 Sept: [Product Optimisation Using Ingredients/Processes and Sensory/Consumer Data, Ohio](#)

10-12 Oct: [Hand of Consumer Driven Product Optimisation, Paris](#)

17-19 Oct: [Hands on Sensory Statistics, Chicago](#)

PLUS Qi WILL BE HELPING WITH A NEW JAMBOREE OF 1-DAY COURSES IN UK THIS AUTUMN!!

- 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
- (See [Hal's website](#) for more details)

Logic8 Update

Logic8 will be exhibiting their EyeQuestion Suite, next door to Qi, from 2nd-5th of September in Verona at EuroSense. Later that month, Logic8 also will be visiting Cleveland, Ohio for the SSP Conference. Feel free to visit their booth to get a live demo of EyeOpenR and EyeQuestion VR/AR and find out more. To keep up to date [view their blog](#)