

# Observations



Gemma Hodgson at the PSI Conference May 2017

## Hurray for May

### PSI Conference – May, London

**Gemma Hodgson** gave a session on “*Improving Influence and Increasing Impact: Essential Skills for Industry Statisticians*” using a series of group and individual hands on exercises to demonstrate the importance of good communication of scientific concepts. The session was to promote a 1-day workshop in September. Feedback from attendees included “*The best session of the conference*” and “*Can’t wait for the full day event*”.

This session can also be run internally within any company. For further details on the September workshop, please [contact Gemma](#) or go to the [PSI website](#).

### Descriptive Profiling – May Nottingham, UK

Jointly run by Sensory Dimensions Nottingham and Qi Statistics Ltd., this hands-on 1-day event introduced the theory, practice and analysis of the rapid descriptive methods: Napping, Flash and Free Choice Profiling.

We hope to run it again later this year in the Autumn. For more details see the [flier from the event](#), or contact either [company](#).

*Welcome to our new look Newsletter where we share with you our latest news, upcoming events and handy hints!*

For any further information on what Qi Statistics can offer to your business, be it design, analysis, consultancy, training or software,

## Upcoming Events

### XLSTAT Conference – 8/9th June, Bordeaux

**Anne Hasted** will be presenting at this conference entitled “*Teaching statistics to Students of Business*” to help to answer that all-important question: “*How can we make the teaching of statistics in business even more effective?*”

She will be giving examples of novel ways to display statistics to non-statisticians using graphics to convey complex statistical ideas simply.

This is open to anyone, regardless if you have an XLSTAT software licence or not. Come and meet Anne and the XLSTAT team.

For the agenda and/or to book a place please [click here](#).

### FREE EyeOpenR workshop – 24th August, Providence, RI, USA

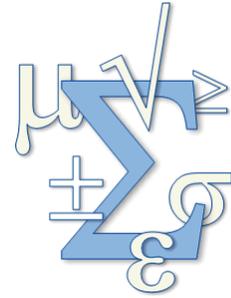
At the end of the next Pangborn meeting (Providence, RI, USA 20<sup>th</sup>-24<sup>th</sup> August 2017) we will be giving a **free** (normally £200) workshop to demonstrate the capabilities of our latest version of our web-based statistical tool jointly developed with Logic8 (EyeQuestion®).

As this is a FREE workshop, places will be limited and based on a “first come first served” policy and are already filling up fast. The workshop will run straight after the main conference, from 2-5.30pm on Thursday 24<sup>th</sup> August.

So don’t miss this opportunity, have a look at the flyer on the website and [register here](#) and now!

# 12<sup>th</sup> Pangborn Sensory sciences symposium 20<sup>th</sup> - 24<sup>th</sup> August 2017,

Rhode Island, PProvidence, USA



Come along and meet us at this prestigious event on the calendar...

- Collect goodies and see our posters at our exhibition stand
- 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.
- Come to our poster presentation entitled '**Don't throw your old knowledge away - make use the Bayesian way: informing and improving decision making using statistical methods**' which Gemma is leading.
- Sign up for the workshop entitled '**Escaping P-value land: The future of lean decision-making in sensory evaluation**' in which Anne and Gemma are participating.
- Full conference agenda and booking info can be found here: <http://pangbornsymposium.com/>

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

### Why is it necessary to adjust our p-values for multiple comparisons??

The significance level is the chance of a false positive – i.e. saying there IS a difference when none really exists.

Consider the case when we are comparing the satisfaction score (0-9) of a product between 2 products A and B and we declare A is different to B if the test is significant at a 5% significance level.

Now if we want to do this separately for say, males and females, 2 tests are carried out and so then *each test* has a 5% chance of a false-positive.

As the tests are independent the laws of probability mean the error rates for each test get multiplied up, so overall, we now have greater than 5% chance of making a false-positive statement in our product test!

Now extend this to more than 2 products, or more than 2 subgroups to compare and we very quickly run into problems! As you get up to around 10 tests the chance of a false-positive can be as high as 20%.

**INSTEAD:** Use an adjustment method such as Tukey, to control for this effect or contact us for more info for alternatives to Tukey.

## Hal MacFie-Qi courses

### *DID YOU KNOW?*

*Most of these courses are now offered 'virtually', enabling you to receive training from any location!*

### Upcoming courses

**24<sup>th</sup>-25<sup>th</sup> August, Rhode Island, USA - [Hands on Advanced Sensory Statistics](#).**

*\*\*Scheduled to run immediately after the Pangborn conference in Rhode Island  
This course is designed to update the practicing sensory scientist with knowledge and tools to take advantage of recent developments in this fast moving field.*

**13<sup>th</sup>-15<sup>th</sup> September, London, UK - [Structured Experimental Design for Sensory and Consumer Scientists](#).**

*This course is aimed at scientists involved in product or process development and optimisation using analytic, sensory or consumer response measures.*

**27<sup>th</sup>-29<sup>th</sup> September, New York, USA - [Hands on Sensory Statistics](#)**

Also look out on our website for more courses coming later this year - Find more courses [here](#).