

Pangborn 2025

16th Pangborn Sensory Science Symposium

CONNECTING SENSES AND MINDS

Thanks to all who attended the workshop:

**AI is Transforming
Sensory and Consumer
Research. Are You Ready?**



Compusense.[®]



We introduced researchers to AI's foundations, showcased our comment analysis tool, and sparked new ideas for the future of sensory science.

What were the key insights? 

1

KEY TAKEAWAY

Enhance, Don't Replace

AI works best as a co-pilot, amplifying researchers' expertise, not replacing it.

How AI is Transforming
Sensory & Consumer Research



KEY TAKEAWAY

Evoke–Measure– Analyze–Interpret

Use this classic sensory framework to assess AI tools: identify where they add value and where human judgment remains essential.



3

KEY TAKEAWAY

Stay Curious

Experiment, question, and explore. Curiosity opens the door to new opportunities and reduces fear of change.

**How AI is Transforming
Sensory & Consumer Research**



KEY TAKEAWAY

Knowledge Empowers

A solid grasp of both AI and sensory science equips researchers to apply technology confidently, wisely, and responsibly.



FORUM DISCUSSION

How do you see AI
shaping sensory &
consumer research?

