

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?**



**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? 

KEY TAKEAWAY**Enhance, Don't Replace**

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



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.



KEY TAKEAWAY

Stay Curious

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



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?**