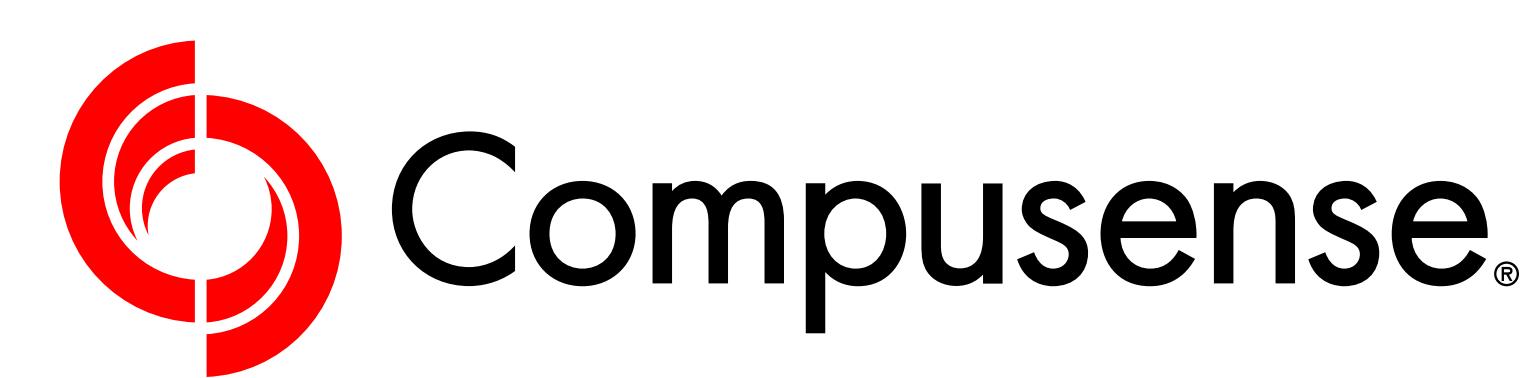


# Does data capture device affect sensory descriptive analysis results?



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The sensory descriptive analysis of 4 snack bar products was conducted on 3 different data collection devices. Results were compared to determine whether the device affected the results.

## Materials and Methods

Devices: iPod Touch, iPad, Laptop with an external monitor.

Products: 8 snack bar products (4 for training, 4 for evaluation).

Method: sensory descriptive analysis (20 attributes)

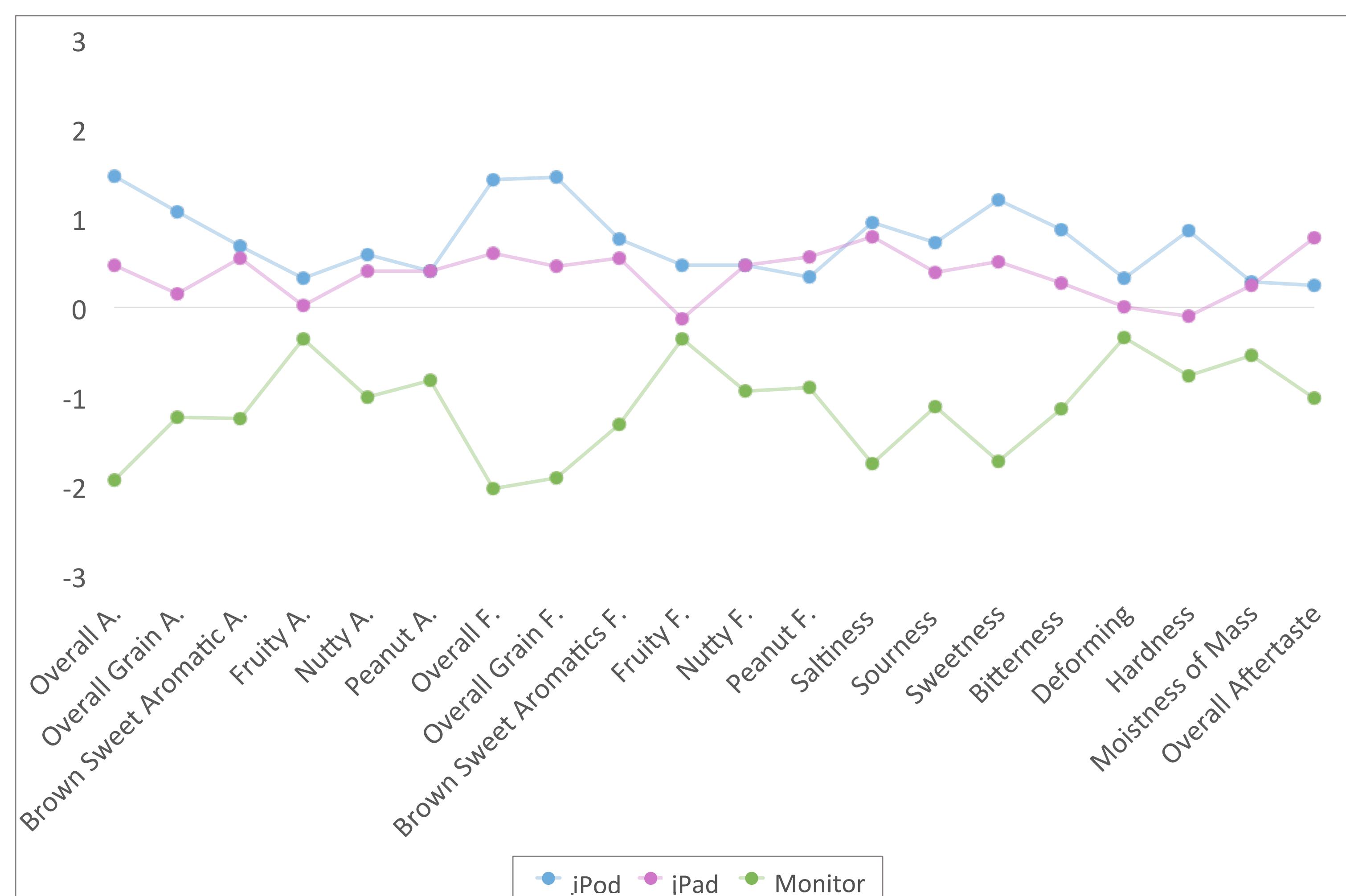
Design for product evaluation of 4 evaluation snack bars:

- Each experimental day: panelists evaluate 4 products on 3 devices (3 sessions).
- 3 days (i.e., 9 sessions  $\times$  36 product evaluations).
- Replication and blocking were used to balance product and device order effects.

Device Panel  
(n=12)



Mean device scores for each of the 20 attributes.

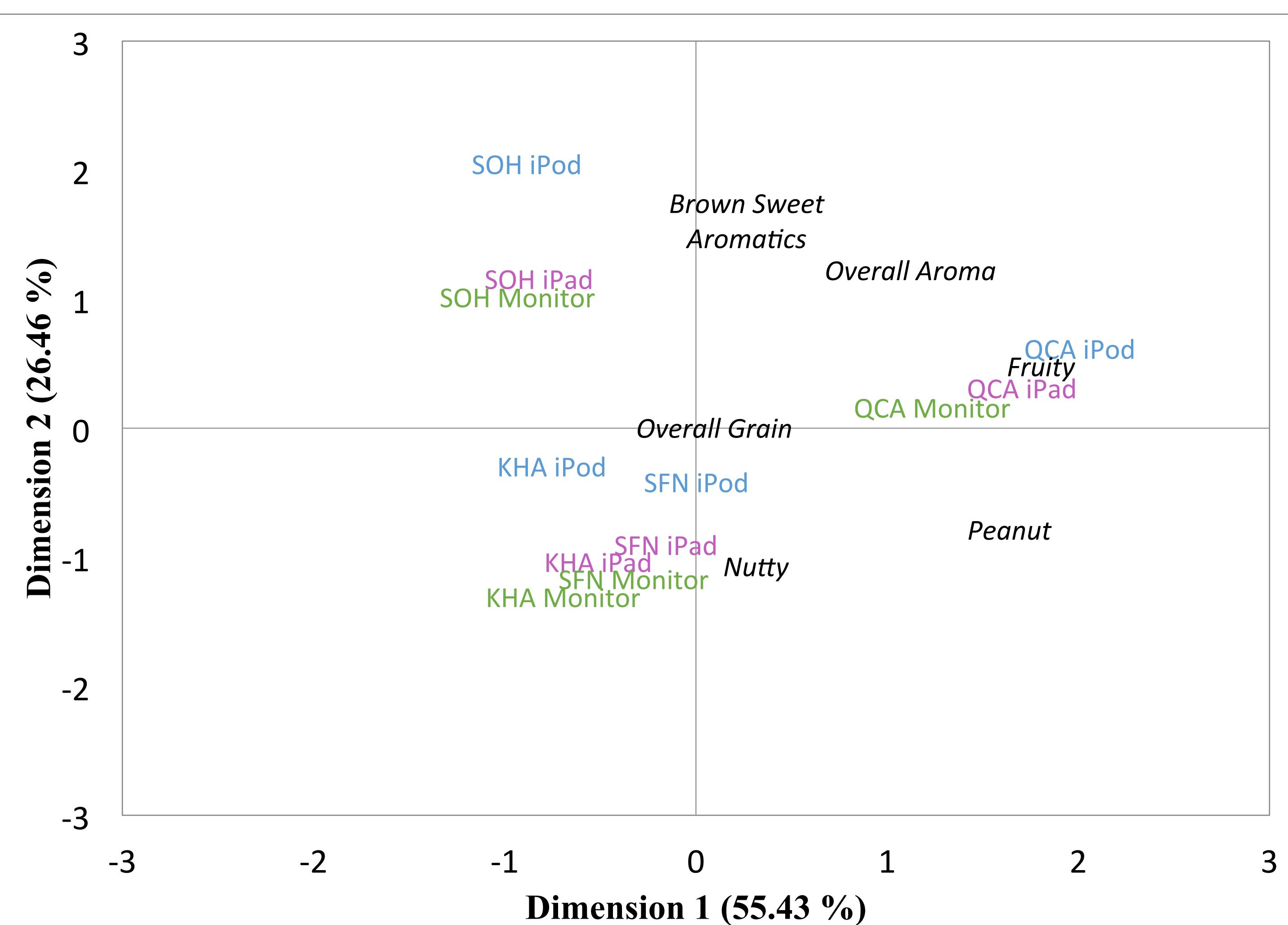


The difference from the standardized mean.

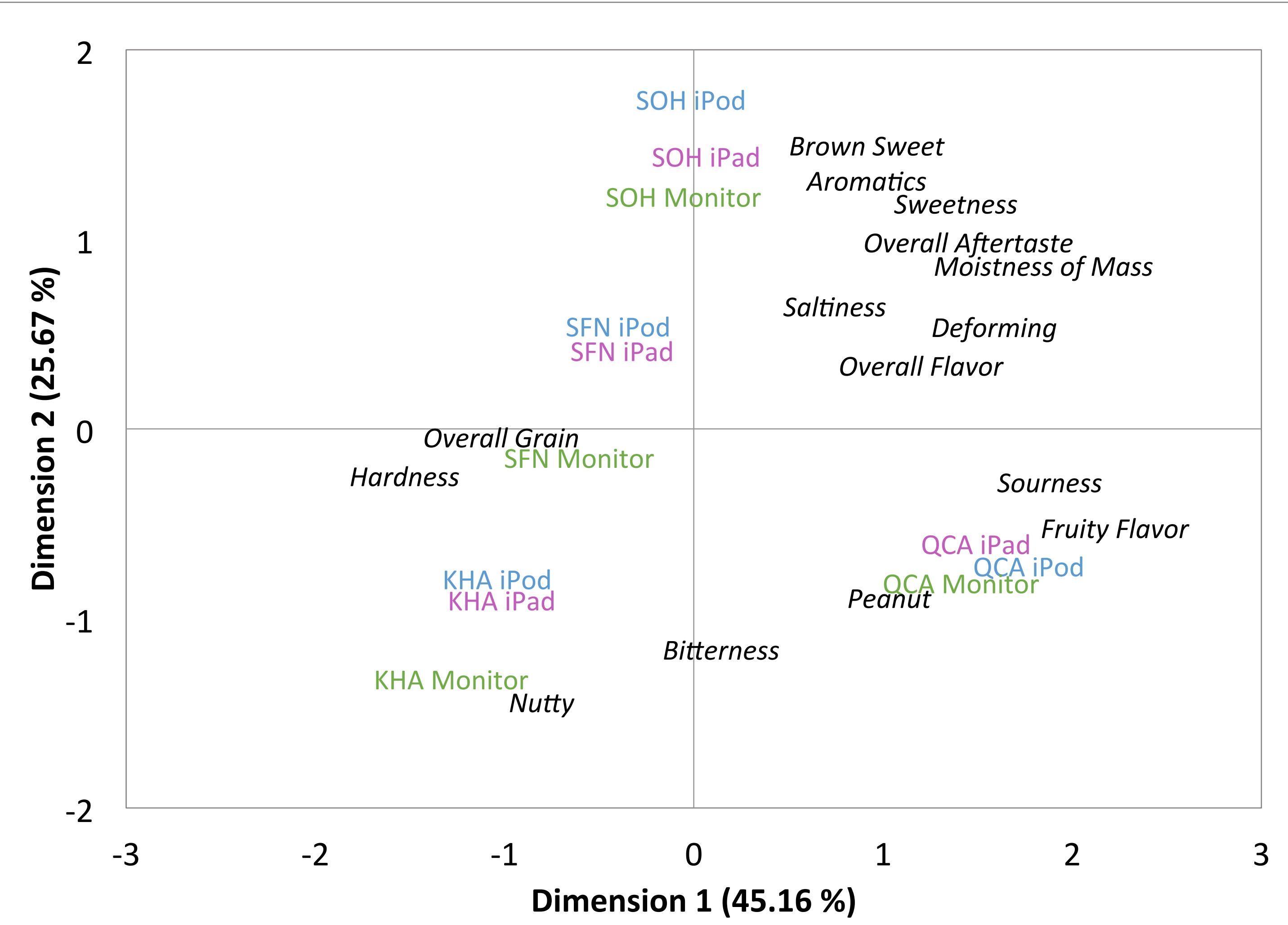
## Conclusions

- Products characterized similarly regardless of device.
- Differences in scale level were observed.
- Differences might be due to the stylus vs. mouse.
- Further research is required to evaluate the effect of using a stylus.

GPA showing the consensus sensory space for the evaluation snack bars collected on each device based on evaluation by nose and evaluation in mouth.



By Nose Evaluation



By Mouth Evaluation