

Abstract

Communication Barriers for Sensory Professionals

by

Gerner Hansen

Danish Technological Institute, DK

For companies with a sensory department the sensory professionals have a central role in product development and quality control and quality assurance. Research has for decades supported the statistical presentation of the results, especially the multivariate statistics. For the graphical presentation of sensory results it seems that it has been settled to be spider plots, scale plots and box plots. Not many changes and no actual development has been done in this area. The presentation will raise the discussion if there need to be worked on a development of graphical presentation for improvement of sensory knowledge transfer and the multidiscipline learning of sensory insight. The challenges for sensory professionals are that they have to be accurate and loyal to the findings and objective of the project, and at the same time find a way to make sure that the receiver of sensory results are not biased or affected by psychological impacts. These are similar biases and effects, as the sensory professional has controlled in the sensory testing protocol. There will be presented some surveys that can raise the question if sensory work should be involved in the decision-making procedure rather than just deliver a technical result.