



**TEKNOLOGISK
INSTITUT**

Communication Barriers
for
Sensory Professionals
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Content of presentation

1. Presentation of sensory results

2. Organisational barriers for sensory professionals

#1 Survey 'Knowledge transfer'

#2 Survey 'Sensory professionalism I'

#3 Survey 'Sensory professionalism II'



What findings do sensory professionals communicate?

Communication of sensory findings from the methods

Description of sensory attributes

Sensory difference

Consumer's likings of the sensory attributes

Consumer acceptance

Consumer preferences

Consumer behaviour

- or how do sensory professionals describe their field of work?

[This table could be a presentation of sensory from our web-site]



In what context do sensory professionals communicate?

-according Sidel & Stone, 2004

Sensory Evaluation Activities within a Corporate Entity

New product development

Product reformulation

Monitoring competition

Quality control specifications

Quality assurance

Storage stability

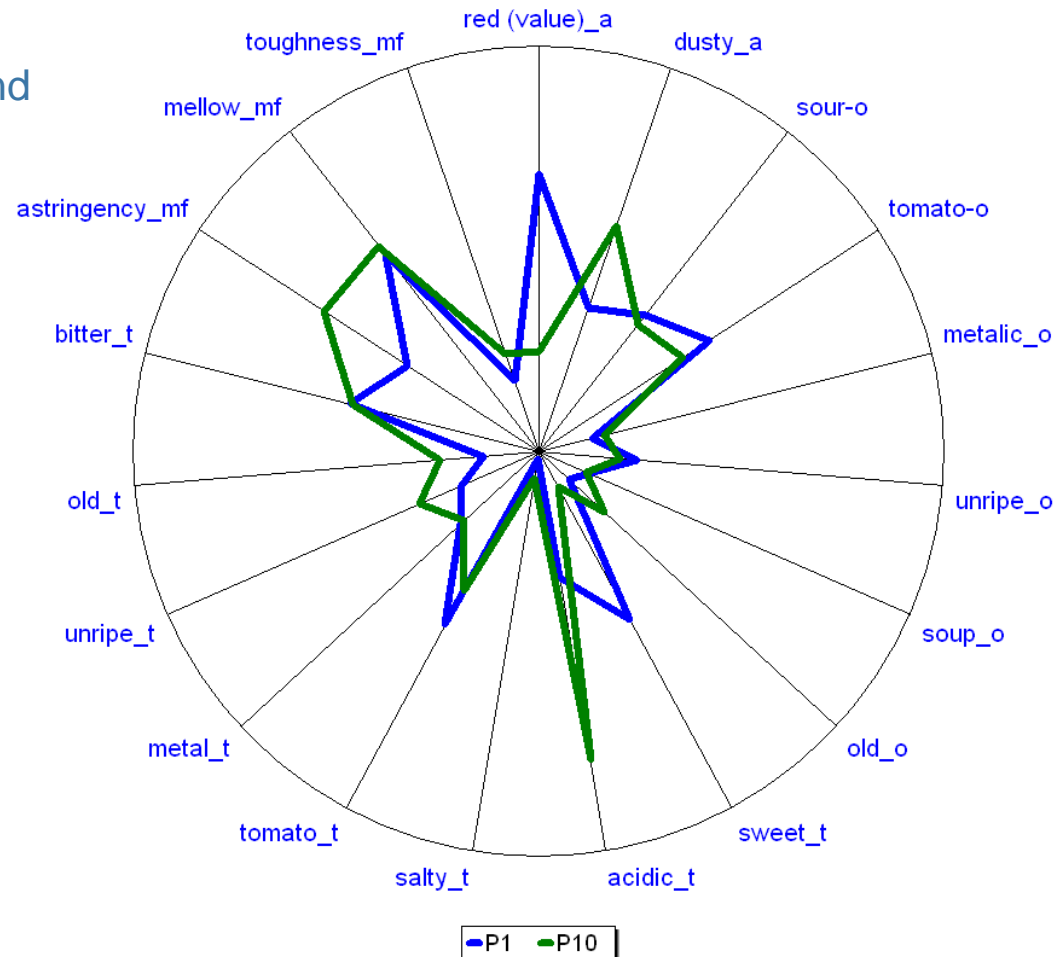
Process/Ingredient/Analytical/Sensory relationships



How do sensory professionals communicate?

- the results

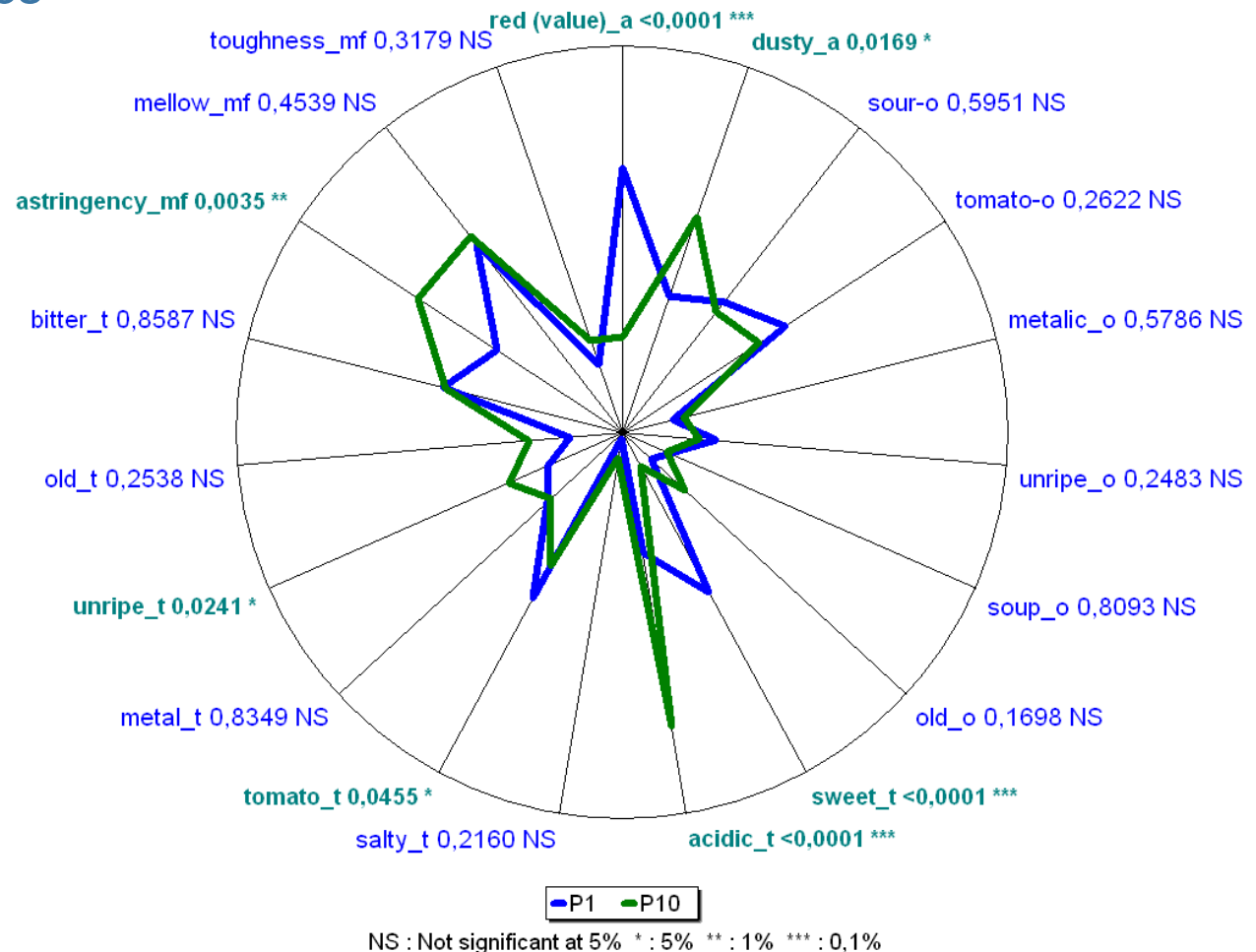
Profile of peeled and
canned tomatoes





How do sensory professionals communicate?

- the results
with statistics





Bias and psychological effects influencing communication of sensory findings

(suggestions, list is not complete!)

- Expectation bias any information influence the outcome
- Stimulus effect Influence of one stimulus on perception of others
- Logical effect When rating are influenced by logical associations
- Halo effect Rating influenced by already rated attributes
- Leniency effect Rating influenced of feelings of researcher
- Influence from others Attitude influence behaviour
- Convergence effect Big difference masks smaller
- +++all inter-personal effects from working in a group,
e.g. group hierarchy, knowledge or importance of situation etc.



Conclusions 'Presentation of sensory findings'

1. Presentation and transfer of sensory findings is a critical stage in professional sensory work

2. Lack of knowledge, meaning no literature, of how inter-personal communication of sensory analysis is done and the importance of biases.

Need for further research?



Organisational barriers to sensory communication

#1 Survey '**Organisational barriers for Technicians**'

Work situation for highly skilled and experienced technicians with product insight

#2 Survey '**Professionalism and Sensory Professionals I**'

Work situation for sensory professionals compared with general professionals

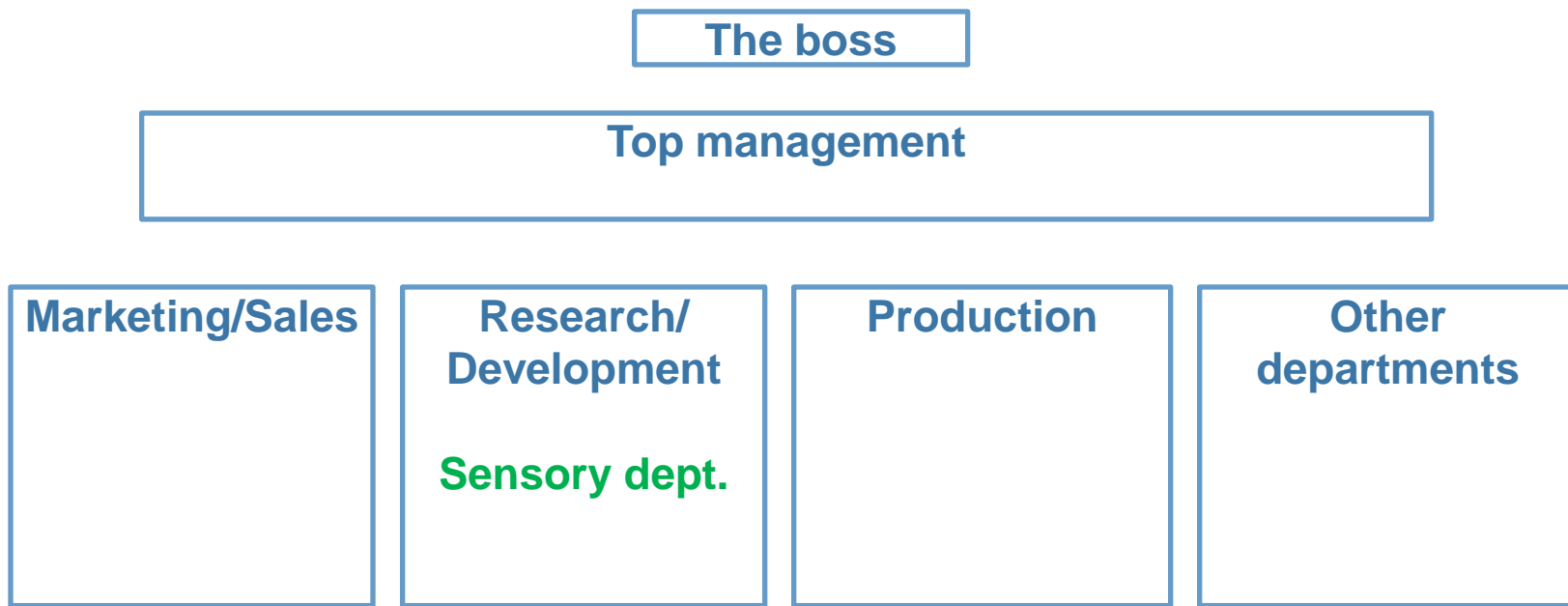
#3 Survey '**Professionalism and Sensory Professionals II**'

Work situation for Sensory Professionals



Sensory Professionals in the food company organisation

A general management problem is, that departments becomes 'silos', with their own culture, and there is a misalignment of activities





#1 Survey ‘Organisational barriers for Technicians’ (a multi company assignment at MFBI-SIMI 2006)

Survey set-up

Five large food companies with innovative product development

Project management and project culture

Respondents (45) were research technicians involved in product development

- highly skilled and trained

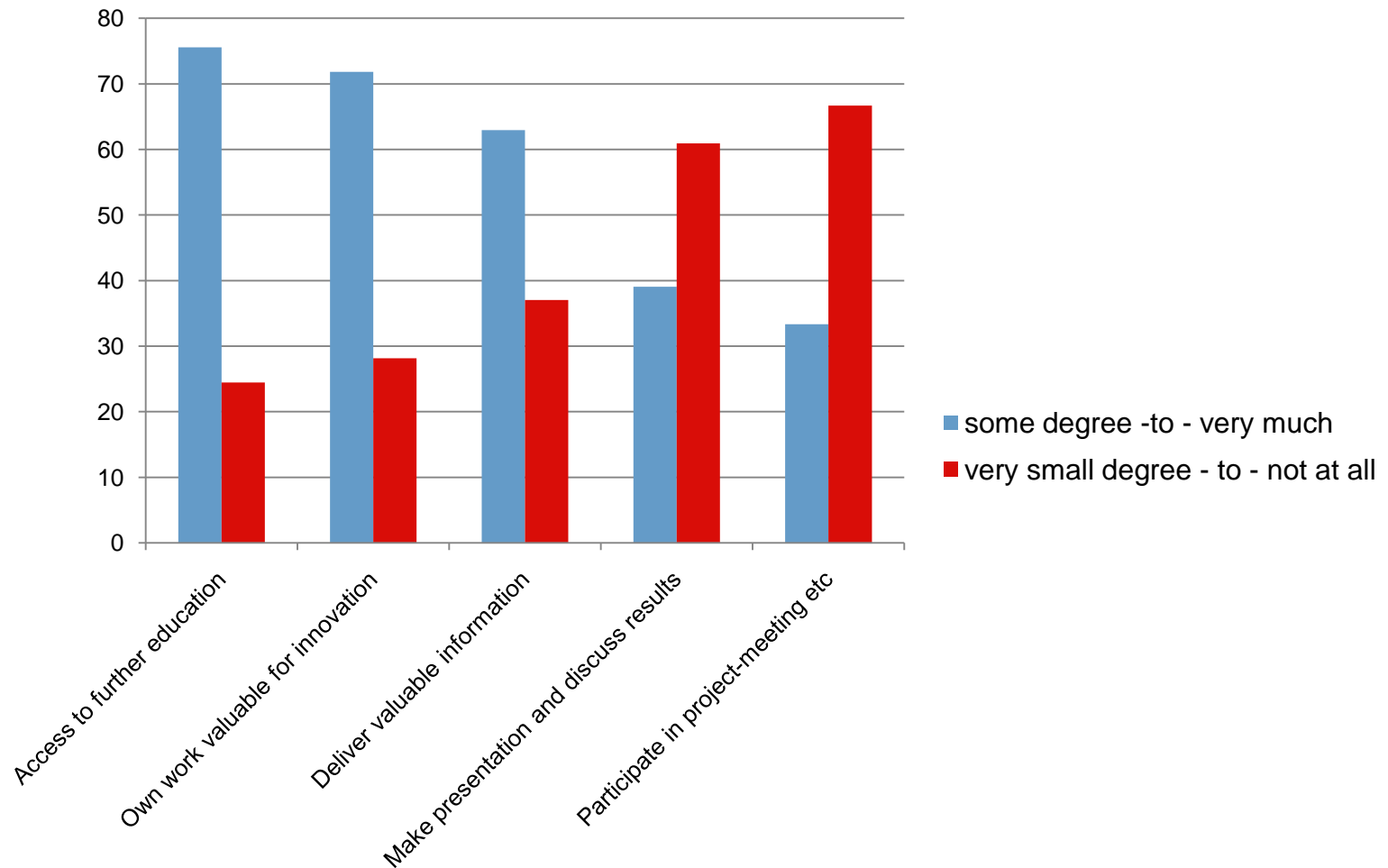
- product insight

- advanced and high technology



#1 Survey 'Organisational barriers for Technicians'

Key findings:





Conclusions Survey #1

Highly skilled research technicians have access to education, but do not present results and insights directly to stakeholders and decision-makers.

They are not committed in project organisation



#2 Survey 'Professionalism and Sensory Professionals I'

(www.sensory.org)

General professionalism and sensory professionals

Internet survey of which 137 were sensory professionals

Key findings for sensory professionals vs. general professionals:

Sensory professionals have a different profile compared with the general professionals:

“Sensory professionals have less leadership role, are not role models and are less committed, however, provides opinions and point of view and contribute to innovation”



#3 Survey 'Professionalism and Sensory Professionals II'

(www.sensory.org)

Sensory and professionalism

Internet survey of 149 sensory professionals

Key findings for sensory professionals:

Three sensory professional subgroups

Academic Perspective 25%

Guidance Perspective 51%

Business Builder Perspective 24%



#3 Survey 'Professionalism and Sensory Professionals II'

Key findings for subgroup

Academic Perspective 25%

- Focused on data analysis and implication, knowledge and being an expert
- Not comfortable with delivering financial results through sensory
- Comfortably as a team player
- Is focused on guidance, committed, and applying new approaches



#3 Survey 'Professionalism and Sensory Professionals II'

Key findings for subgroup

Guidance Perspective 51%

- Focused on vision, guidance, and creativity through sensory
- Somewhat data oriented, can translate the data to insight for others
- Much less interested in financial implication of sensory
- Can be visionary and a team player
- Is focused on guidance, creativity and innovative approaches



#3 Survey 'Professionalism and Sensory Professionals II'

Key findings for subgroup

Business Builder Perspective 24%

- Focused on translating and delivering financial value through sensory
- Data oriented also
- While they may be placed in leadership role, they are less oriented to traditional leadership traits
- Is focused on creativity and innovative approaches



Conclusions of surveys #1, #2 and #3

‘Professionalism and Sensory Professionals I and II’

- Sensory professionals have a key role in making opinions and making a point of view (input for decision making)
- Sensory professionals have less leadership role
- Sensory professionals are less (directly) involved in business decisions
- Three subgroups identified
 - Academic Perspective (expert, guidance, less leadership)
 - Guidance Perspective (guidance, creativity, less leadership)
 - Business Builder Perspective (business through sensory)