

Workshop on:

CHECK-ALL-THAT-APPLY: LATEST DEVELOPMENTS, USE AND ANALYSES

Organized by:

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Abstract:

CATA questionnaires have gained popularity in sensory evaluation for their simplicity and efficiency. CATA offers a simple way to describe product with naïve consumers. The analysis of CATA-data proposed by Meyners et al. (2013) allows the sensory analyst to identify the consumers' drivers of liking.

In this workshop, the analysis for CATA-data will be reviewed. Each step of the analysis will be described and illustrated in XLSTAT software using sensory examples of CATA data. The full analysis will then be run in just a few clicks.

Recent development and advances in CATA use and analysis will finally be discussed.

References

Meyners M., Castura J. C., Carr B. T. (2013). Existing and new approaches for the analysis of CATA data. *Food Quality and Preference*, 30(2), 309-319.