



**PLENARY SESSION: 9:00 a.m., Monday, July 21, 2008**

**New ways to describe, compare, evaluate, and analyze products and assessors**



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This presentation will focus on the analysis of sorting tasks, comparing DISTATIS, MFA, MCA, and PARAFAC. The statistical techniques that Professor Abdi will talk about are in fact strikingly similar. For example, the main difference between MFA and DISTATIS is a set of weights; while PARAFAC and DISTATIS differ by the way they handle dimensions.

Practical examples of these techniques will be applied to a study in which expert tasters and novices sort three different types of beer: lager, "rousse," and stout, coming from four different breweries.

For more information on the conference, please visit

<http://www.compusense.com/sensometrics2008/>