

**Preference mapping and conjoint analysis by the use of the
ConsumerCheck software.**

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Aims and Scope

The objective of the tutorial is to make participants able to run preference mapping and simple conjoint analysis on their own computer.

The tutorial will start with a description of preference mapping and conjoint analysis. Focus will be on both philosophy behind the methods and the methodology used. Estimation of population average effects as well as individual differences will be covered.

Duration: 0.5 day

Audience: Sensory scientists, statisticians and students interested in understanding consumer perception.

Background: Basic knowledge about principal components analysis (PCA) and simple ANOVA will be required.

Software: The methodology will then be illustrated using the ConsumerCheck software, which is freely available on the website consumercheck.co.

Requirements: In order to be able to participate in hands-on activities, the participants are asked to download the program to their own computer before the tutorial.