

# DESCRIPTIVE ANALYSIS - ADVANCED TOPICS COURSE OUTLINE

A 2½ day workshop on descriptive analysis. This workshop is intended for those individuals who have experience in descriptive analysis techniques or have attended an Introduction to Descriptive Analysis course. The workshop format, while structured, will allow ample time for questions and answers. In addition, the open discussion on the last day will provide time to discuss participants' specific company situations, products, and projects.

<u>DAY 1</u>	<u>8:30 - 4:00 pm</u>	<u>DAY 2</u>	<u>8:30 - 4:00 pm</u>	<u>DAY 3</u>	<u>8:30 - 1:00 pm</u>
<b><u>GETTING THE MOST FROM YOUR PANELISTS</u></b>		<b><u>APPLICATION OF DESCRIPTIVE ANALYSIS</u></b>		<b><u>DEMONSTRATION</u></b>	
<b>UNDERSTANDING THE LEARNING PROCESS</b>		<b>ADAPTATION OF METHODOLOGY FOR SPECIFIC PRODUCTS / PROJECTS</b>		<b>TRAINING PANEL ON A NEW PRODUCT LINE</b>	
how we learn and process information		non-food product lines		<b>OPEN DISCUSSION</b>	
how to get panelists to retain & recall information		packaging studies			
		shelf life studies			
		time-intensity studies			
<b>GAINING ACTIVE PARTICIPATION FROM PANELISTS</b>		<b>DESIGNING PROJECTS &amp; COORDINATING STUDIES AMONG DEPARTMENTS</b>			
discussion tools to increase interest and learning		correlation with analytical, micro, instrumental methods			
expanding your panel's base of knowledge		correlation with consumer studies			
keeping terminology & scoresheets updated					
<b>LONG-TERM MOTIVATION</b>		<b>EXPERIMENTAL DESIGNS</b>			
how much do you tell your panelists about projects?		nested designs			
		factorial designs			
		long-term studies			
<b>DEALING WITH DIFFICULT PERSONALITIES</b>		<b>DATA ANALYSIS</b>			
		<b>MAKING SENSE OF ALL THE NUMBERS</b>			
		Anova			
		additional analysis techniques			
<b>PANELIST PERFORMANCE</b>		<b>RELIABILITY AND VALIDITY OF DATA</b>			
tracking / correcting / improving performance					
<b>TRAINING TECHNIQUES</b>		<b>REPORTING RESULTS</b>			
<b>TRAINING A CURRENT PANEL ON NEW PRODUCTS</b>		written reports			
orientation session		graphic presentations			
new terminology / scoresheet development					
<b>ADDING PANEL MEMBERS TO CURRENT PANEL</b>					
heading off potential problems					
integration process					
<b>EFFECTIVE USE OF REFERENCE STANDARDS</b>					

---