

August 29 PM (Thu)
Room C5

Sensory Evaluation Division

Recent Trends in Sensometrics and Sensory Science

Chair: Hye-Seong Lee, *Ewha Womans University, Korea*

D9-1 15:00-15:40

Measuring Liking Is More Difficult Than You Think

Halliday J. H MacFie, *Hal MacFie Training Services, UK*

D9-2 15:40-16:20

Sensory Product Characterisation by Consumers: It Is 'Easy' and Better Than You Think

Sara R Jaeger, *Plant and Food Research, New Zealand*

Chair: Seung-Joo Lee, *Sejong University, Korea*

D9-3 16:20-17:00

The Cultural Influence in Sensory Science: Are We Measuring the Same Emotion?

Mina Kyungmin Kim, *CJ CheilJedang Foods R&D Center, Korea*

D9-4 17:00-17:40

Application of Sensory Evaluation to the Coffee Industry

Mi Young Han, *R&D Center Maeil Dairies Co., Ltd., Korea*