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| **Title:** |
| **A new approach to improve semantic interpretability in the Flash Profile method** |
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| **Abstract:** (Your abstract must use **Normal style** and must fit in this box. Your abstract should be no longer than 300 words. The box will ‘expand’ over 2 pages as you add text/diagrams into it.) |
| The Flash Profile (FP) is a descriptive sensory method based on the combination of free choice selection of attributes and replicated product evaluation by comparative ranking. The disadvantages of FP method are the large vocabulary to describe differences among samples and the unclear meaning of the attributes from the individual panel members. In order to improve the development of individual vocabularies while shorten the easiness of sample ranking and ease the interpretability of the results, a modification to the FP method was tested. This involved the combination of the Ultra Flash profile method and attribute reduction in the Flash Profile method. The aim was to let the panel focus more on sample discrimination and to better define and reduce their individual vocabularies.  The modified FP method was applied to evaluate 16 polenta sticks. Seven judges evaluated the samples during 3 sessions. In the first session, after the judges were trained on the procedure, they performed an Ultra Flash Profile (UFP) by focusing on differences/similarities among samples and naming differences on the map. In the second session, judges compared their attributes list with that from others and tested the samples to choose the most relevant 10 attributes. Also they were asked to give a definition for each attribute. In the third session judges ranked the samples according to their individual vocabulary. Data were analyzed by Generalized Procrustes Analysis. First of all, oven-cooked samples and fried samples were well discriminated on the map. Secondly, among fried samples, the judges discriminated frozen and fresh samples, whereas the breading type was a discriminative variable for oven-cooked samples. Finally, a consensus among the judges was found for the most part of the attributes. The modified FP method made interpretation of the attribute space easier. Further work will evaluate the full potential of this new approach to the FP method. |