

# Holistic approaches: from napping data to categorization data, an overview of alternatives to QDA

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During the last decade alternatives to the classic Quantitative Descriptive Analysis (QDA) have been proposed. The object of this talk is to present two new approaches that are increasingly popular, *i.e.* the napping technique [1] and the free sorting task [2]. Those two techniques present a common feature since they both could be qualified as holistic approaches in the sense that the objects of study are considered as a whole. Another common feature is that they can be carried out by untrained assessors (*e.g.*, consumers), which represents a considerable advantage for industrial people. The main features of the two approaches will be presented and discussed, the techniques will be illustrated on a set of 12 luxury perfumes, statistical solutions to analyze those kinds of data will be proposed through the use of the free software *SensoMineR* [3].

## References

- [1] PAGÈS, J.: *Collection and analysis of perceived product inter-distances using multiple factor analysis; application to the study of ten white from the Loire Valley*, Food quality and preference, (2005), (16), 642-649.
- [2] CADORET, M., LÊ, S., PAGÈS, J.: *FAST, a novel "Factorial Approach" for Sorting Task data*, Food quality and preference, (2009).
- [3] LÊ, S., HUSSON, F.: *SensoMineR: a package for sensory data analysis*, Journal of Sensory Studies, (2008), 23 (1), 14-25.

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