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**TAL 797 – Seminário  
17/05/2017**

## **ANÁLISE SENSORIAL: DIFERENTES TIPOS DE ESCALAS**

### **SENSORY ANALYSIS: DIFFERENT TYPES OF SCALES**

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In sensory analysis, scales are instruments used to measure the information associated with the individual perceptions of judges. There are several types of scales, classified as nominal, ordinal, proportion and interval. The choice of a scale depends on the type and the objectives of the sensory test and automatically defines the type of statistical analysis to be used. Affective tests verify the preference or acceptability of a product, while acceptance tests uses of hedonic scale to express the degree of consumer satisfaction. This scale can be structured (verbal and facial), varying the number of categories, or unstructured. The 9-point hedonic scales internationally accepted to measure the acceptability of food and its versions differ mainly in terms of ease of use, flexibility, validity and reliability of data, discriminative power and issues in statistical analysis. In general, the structured hedonic scale is easy to understand and use, however, it has lower discriminative power and the data can violate the assumptions of variance homogeneity and normality of the analysis of variance. The unstructured way increases freedom for consumers to express their sensory perceptions, reduces psychological errors, generates continuous data, but presents difficulties of data analysis and use. An alternative is the hybrid scale, a linear scale resulting from the combination of the structured and unstructured scales, anchored with verbal annotations at the extremes and in the central region, to better guide consumer perception. Given the different types of scales, each with different performances, advantages and disadvantages, it is important to know them and conduct cautious studies to modify them so that a sensorial quality assessment is obtained.

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