

Exercises for SensMixed (Part 1)

1. Overview the tutorial for the SensMixed – BUT not Section 10 (**tutorialSensMixed.pdf**)
2. Download the SensMixed package and launch the application:
 - a. open **R**
 - b. Copy paste the following to the R console:

```
install.packages("devtools")
require(devtools)
install_github("SensMixed", username = "alku86", ref = "sensory")
require("SensMixed")
SensMixedUI()
```

3. Make sure the application launches in your default web browser

*In the following Use your own data OR use the version of the **TVbo** data set (contained in the **SensMixed**).*

4. Look at the data set and describe it shortly, e.g. how many attributes, how many products, assessors and how many repetitions?
5. Try to replicate example in Section 9 from the tutorial (if using your own data – then choose the same modelling / analysis controls)
6. Perform similar analysis but considering maximal possible model (including replicate and multi-way product structure if possible)
 - What modelling controls / analysis controls have you chosen? Why?
 - Look at the multi-attribute plot/table output. What can be observed which was not seen when considering only one product effect?
 - Choose one of the attributes and look at the results of the analysis for this attribute in the *Step output* and *Post-hoc* output.
 - Make a small report (in e.g. a .doc file), where you put the results from the application (by using the **Download** button)

Exercises for ConsumerCheck

1. Download and install the latest version of **ConsumerCheck** software from <http://consumercheck.co/>
2. Overview Sections 3.6 and 6.7 of ConsumerCheck paper (**JSS_CCpaper_FIX.pdf**)

*In the following Use your own data OR use the version of the **ham** data set (contained in the **ConsumerCheck**).*

3. Make a short description of the data
4. Make some exploratory analysis of the data by using the *Basic stat liking* tab
5. Try different structures for the conjoint
 - a. Are the liking scores different for different genders? Are the liking scores different for different products? Are there any significant interactions?
 - b. Look at the pairwise comparisons tests. Which products are significantly different between each other?