

Investigating the relationships between a free listing task and a free sorting task.

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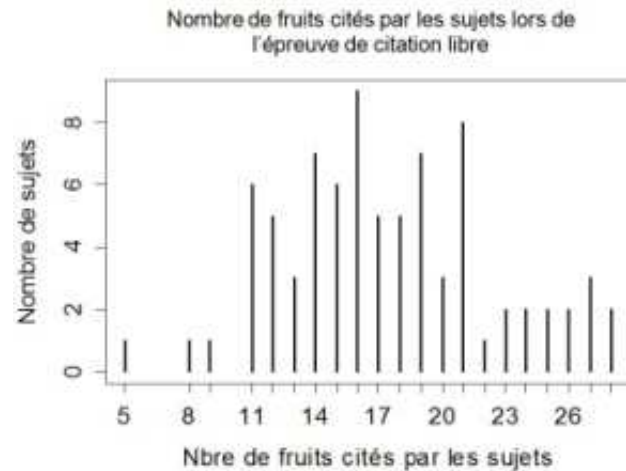
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Experimentation

- The assessment of the perception of a set of products.
- Panel : 81 people (most of them are students at ONIRIS)
- It has been instructed to perform a test in two parts
 - Free listing:
 - List as many fruits as you want during 5 minutes
 - For the data analysis, we only took the fruits in the sorting task we have been focused on.
 - Free sorting:
 - A list of 20 fruits was submitted to the 81 subjects
 - The subjects had to sort the fruits in different groups according to their similarities

Results

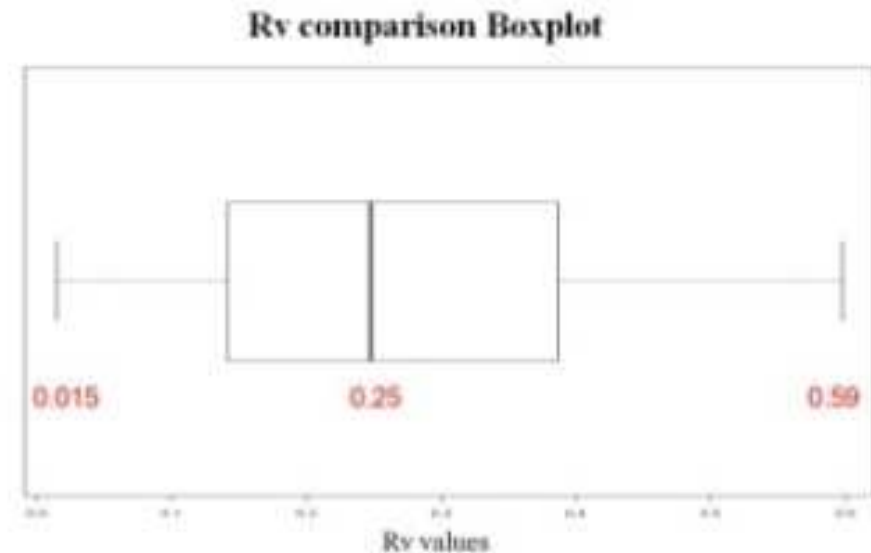


Most of people have listed around 15 fruits

To achieve the comparaison : use of the Rv coefficient, between the configuration from free sorting and free listing

Median value : 0.25 (not very high)

Distribution of the global Rv : ranges from 0.015 to 0.59. This means that the agreement between the outcomes of the two tasks is overall poor.





Thank you for your attention



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Santé et alimentation au cœur de la vie