



# SLOVENSKI STANDARD SIST EN ISO 11136:2017

01-september-2017

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**Senzorična analiza - Metodologija - Splošno navodilo za izvajanje hedoničnih preskusov s pomočjo potrošnikov v nadzorovanem območju (ISO 11136:2014)**

Sensory analysis - Methodology - General guidance for conducting hedonic tests with consumers in a controlled area (ISO 11136:2014)

Sensorische Analyse - Methodologie - Allgemeiner Leitfaden für die Durchführung hedonischer Prüfungen (Verbrauchertests) in einem festgelegten Bereich (ISO 11136:2014)

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Analyse sensorielle - Méthodologie - Lignes directrices générales pour la réalisation d'épreuves hédoniques effectuées avec des consommateurs dans un espace contrôlé (ISO 11136:2014)

**Ta slovenski standard je istoveten z: EN ISO 11136:2017**

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**ICS:**

67.240          Senzorična analiza          Sensory analysis

**SIST EN ISO 11136:2017          en**

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EUROPEAN STANDARD

EN ISO 11136

NORME EUROPÉENNE

EUROPÄISCHE NORM

May 2017

ICS 67.240

English Version

## Sensory analysis - Methodology - General guidance for conducting hedonic tests with consumers in a controlled area (ISO 11136:2014)

Analyse sensorielle - Méthodologie - Lignes directrices générales pour la réalisation d'épreuves hédoniques effectuées avec des consommateurs dans un espace contrôlé (ISO 11136:2014)

Sensorische Analyse - Methodologie - Allgemeiner Leitfaden für die Durchführung hedonischer Prüfungen (Verbrauchertests) in einem festgelegten Bereich (ISO 11136:2014)

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**CEN-CENELEC Management Centre: Avenue Marnix 17, B-1000 Brussels**

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The text of ISO 11136:2014 has been prepared by Technical Committee ISO/TC 34 “Food products” of the International Organization for Standardization (ISO) and has been taken over as EN ISO 11136:2017.

This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by November 2017, and conflicting national standards shall be withdrawn at the latest by November 2017.

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INTERNATIONAL  
STANDARD

ISO  
11136

First edition  
2014-12-01

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**Sensory analysis — Methodology  
— General guidance for conducting  
hedonic tests with consumers in a  
controlled area**

*Analyse sensorielle — Méthodologie — Lignes directrices générales  
pour la réalisation d'épreuves hédoniques effectuées avec des  
consommateurs dans un espace contrôlé*

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Reference number  
ISO 11136:2014(E)

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Published in Switzerland



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## Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see [www.iso.org/directives](http://www.iso.org/directives)).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see [www.iso.org/patents](http://www.iso.org/patents)).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation on the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the WTO principles in the Technical Barriers to Trade (TBT) see the following URL: [Foreword - Supplementary information](#)

The committee responsible for this document is ISO/TC 34, *Food products*, Subcommittee SC 12, *Sensory analysis*.

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# Sensory analysis — Methodology — General guidance for conducting hedonic tests with consumers in a controlled area

## 1 Scope

This International Standard describes approaches for measuring, within a controlled area, the degree to which consumers like or relatively like products.

It uses tests based on collecting consumers' responses to questions, generally on paper or via a keyboard or a touch screen. Tests of a behavioural nature (such as recording quantities consumed ad libitum by the consumers) do not fall within the scope of this International Standard.

The hedonic tests dealt with in this International Standard, can be used as a contribution to the following:

- comparing a product with competitor products;
- optimizing a product so that it obtains a high hedonic rating or is liked by a large number of consumers;
- helping to define a range of products to correspond to a particular consumer target population;
- helping to define a best-before date;
- assessing the impact of a product formulation change on the pleasure given by the product;
- studying the impact of sensory characteristics of a product on degree to which it is liked, independently of the product's extrinsic characteristics, such as brand, price, or advertising;
- studying the effect of a commercial or presentation variable, such as packaging.

The methods are effective for determining

- whether or not, a perceptible preference exists (difference in degree of liking), or
- whether or not, no perceptible preference (paired similarity test) exists.

## 2 Normative references

The following documents, in whole or in part, are normatively referenced in this document and are indispensable for its application. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 4121, *Sensory analysis — Guidelines for the use of quantitative response scales*

ISO 5492, *Sensory analysis — Vocabulary*

ISO 5495, *Sensory analysis — Methodology — Paired comparison test*

ISO 8587, *Sensory analysis — Methodology — Ranking*

ISO 8589, *Sensory analysis — General guidance for the design of test rooms*

ISO 29842, *Sensory analysis — Methodology — Balanced incomplete block designs*

## 3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 5492 and the following apply.

**ISO 11136:2014(E)**

**3.1**  
**access panel**  
sample database of potential respondents who declare that they will cooperate for future data collection if selected

[SOURCE: ISO 20252]

Note 1 to entry: Respondents can be drawn on a more or less regular basis.

**3.2**  
**closed-ended question**  
question requiring respondents to select from a predetermined list of possible answers

**3.3**  
**commissioning party**  
person, body, or service who commissions a third party to conduct a study

Note 1 to entry: The concept of commissioning party corresponds to that of purchaser or customer in quality control. It contrasts with that of the supplier, service provider, or laboratory

Note 2 to entry: Usually, the commissioning party and the service provider belong to different enterprises. Where they belong to two departments of the same enterprise, the respective responsibilities of the two departments shall be carefully differentiated and explicitly clarified in the study proposal

**3.4**  
**consumer respondent**  
person who uses a product

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Note 1 to entry: For the purposes of this International Standard, the meaning is restricted to a person who is neither an expert, an expert sensory assessor nor a selected assessor in conformity with ISO 5492.

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**3.5**  
**consumer sample**  
group of consumers recruited on the basis of criteria specified by the nature of the target population

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**3.6**  
**controlled area**  
location providing

- controlled preparation and presentation of the products,
- comfortable conditions for consuming the products and for questioning the consumers, and
- absence of communication (verbal and non-verbal) between the consumers, guaranteeing independent responses

**3.7**  
**hedonic perception**  
amount of pleasure given by the sensory properties of a product

**3.8**  
**hedonic test**  
test aimed at measuring the overall hedonic perception of a product by consumers

**3.9**  
**open-ended question**  
question that does not provide ready-made alternatives for respondents but asks them to answer in their own words

Note 1 to entry: It can concern each of the products presented to the consumers or only some of them (e.g. when the question asks why a particular product has appealed most, or least, to an consumer).

**3.10****position bias**

bias related to the location of a product in a set of products being evaluated

**3.11****product family**

group of products that can replace one another under normal conditions of consumption

Note 1 to entry: Product families may vary according to culture and consumption habits.

**3.12****representativeness**

<of a sample> degree to which attributes of the sample agree with relevant attributes of the population from which it is drawn

**3.13****sequential bias**

bias related to the temporal or sequential position of a product in a set of products being evaluated

**3.14****session**

meeting of consumers working simultaneously according to the same protocol during a defined time period

Note 1 to entry: A session can be divided into several subsessions separated by a defined rest time. For example, a session lasting 1 h 30 min can be divided into two subsessions with a 10-min break between them.

**3.15****target population**

population whose hedonic response to a product is to be evaluated

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**4 Preliminary considerations**

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**4.1 Study proposal**

The study proposal is drawn up by the service-providing laboratory based on the information (especially concerning the objective of the study and target population) given by the commissioning party, as a written document that binds the laboratory and the commissioning party contractually. It includes the following elements:

- the objective of the study;
- the products to be evaluated (and the procedures for their procurement, especially when the laboratory has to procure one or more products);
- the target population for the study;
- the size of the consumer sample (sample size) and the way it is to be recruited;
- any limitations on consumers' prior history of participation in consumer studies;
- any limitations on other products to be evaluated in the same testing session;
- the evaluation conditions;
- the type of interview (self-completion forms or interviewers);
- the questionnaire;
- the place of evaluation;