

Course title:	Sensory and consumer research in food quality assessment
Course title in Polish:	Badania sensoryczne i konsumenckie w ocenie jakości żywności
Course for discipline:	Food and nutrition technology

Semester:	3	Status of course:	faculty	Language:	english
Academic year:	2026/27	Catalog number:	94/2025/26		

Coordinator of course:	dr hab. Sylwia Żakowska-Biemans, prof. SGGW
Lecturer od course:	dr hab. Sylwia Żakowska-Biemans, prof. SGGW; dr hab. Eliza Kostyra, prof. SGGW
Executing unit:	Department of Food Market Research and Consumption; Department of Functional and Ecological Food
Ordering unit:	Doctoral School SGGW

Assumptions, goals and description of the course:	Assumption: Providing comprehensive knowledge of sensory and consumer research in scientific/research projects, including theoretical and practical aspects. Emphasis on the use of the latest methodologies in the fields of sensory, consumer and neurophysiological research (e.g. Rapid Sensory Methods, Eye Tracking, FaceReader). Goal: To develop the ability to use a new methodology to assess the quality of food products, taking into account various factors of variability. Description of the course: A new approach to classic methods used in sensory and consumer research; new sensory methods ('Rapid Sensory Methods'); the duration of an impression and its unique role in the perception of the quality of food products, taking into account aspects of satisfaction with consumption; A methodology approach to identify the key visual characteristics in the sensory and non-sensory dimension that determine consumer product choice (eye tracking and methods based on the declarative dimension); the inclusion of emotions in research and the practical dimension of information in product design and evaluation (FaceReader compared to other methods). The potential of innovative instrumental devices (electronic nose, electronic tongue, and visualiser) for evaluating food quality. Interdisciplinarity in the implementation of scientific projects: sensory, consumer, and electrophysiological research – planning research and the ability to draw practical conclusions in determining the perception and role of factors that influence consumer choice of products/meals.
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Didactic form, number of hours:	15 hours
Teaching methods:	Laboratory exercises, sensory analysis with equipment (Eye tracking, FaceReader, sensory and consumer software), solving problems related to the subject, and discussion
Limit of people in the group:	10

Learning outcomes

KNOWLEDGE - the graduate knows and understands:	SKILLS - the graduate is able to:	COMPETENCES - the graduate is ready to:
To the extent enabling to revise the existing paradigms in the field/discipline - the world achievements, gathering theoretical background as well as general and selected detailed issues	Carry out critical assessment of the scientific research findings and expert activities and their contribution to the knowledge development in the field/discipline	Critically evaluate the achievements in the field/discipline represented
Major general development trends in the field/discipline		Recognise knowledge in solving cognitive and practical problems characteristic for the area of research (field/discipline) and in an interdisciplinary aspect
		Support the ethos of scientific circles and conduct independent research
The method of verification of learning outcomes:	Reports in the form of multimedia presentations	
Form of documentation of achieved learning outcomes:	Multimedia presentations in electronic form	
Elements and weights of the final grade:	Final grade: 100% - grade for passing the subject in the form of a presentation	
Place of the course:	Laboratory room	

Basic and supplementary literature

1. Gaston A., Varela P.: 2018. Methods in Consumer research. Alternative approaches and special Applications. Elsevier.
2. Delarue J. Lawlor B. Rogeaux M.: 2015. Rapid Sensory Profiling Techniques and related methods. Applications in New Product Development and Consumer Research. Elsevier.
3. Civille G. V., Carr B. T.: 2015. Sensory Evaluation Techniques. CRC Press.
4. Moskowitz H.R., Beckley J.H., Resurreccion A.V.A.: 2012. Sensory and Consumer Research in Food Product Design and Development. Wiley-Blackwell.
Current Scientific Literature

Comments:	None
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Estimated number of hours of work of the doctoral student necessary to achieve the assumed learning outcomes:	15
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Learning outcomes reference to the second degree characteristics of the National Qualification Framework (level 8) covering doctoral competences:

Symbol:	Learning outcomes:	8 level NQF
SD1_KW01	To the extent enabling to revise the existing paradigms in the field/discipline - the world achievements, gathering theoretical background as well as general and selected detailed issues	P8S_WG
SD1_KW02	Major general development trends in the field/discipline	P8S_WG
SD1_KU05	Carry out critical assessment of the scientific research findings and expert activities and their contribution to the knowledge development in the field/discipline	P8S_UW

SD1_KK01	Critically evaluate the achievements in the field/discipline represented	P8S_KK
SD1_KK03	Recognise knowledge in solving cognitive and practical problems characteristic for the area of research (field/discipline) and in an interdisciplinary aspect	P8S_KK
SD1_KK08	Support the ethos of scientific circles and conduct independent research	P8S_KR