



PAUL
INSTITUT
BOCUSE

HOW TO BETTER EVALUATE A GASTRONOMIC EXPERIENCE: 3 WORDS TO MEASURE EMOTION

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A close-up, slightly blurred photograph of a restaurant table. In the foreground, a white plate holds a piece of seared fish topped with a green salad. To the left, a black woven basket contains several slices of crusty bread. In the background, there are several glasses of water and other plates, suggesting a dining environment. A semi-transparent dark grey rectangle is overlaid on the center of the image, containing the text "GASTRONOMIC EXPERIENCE EVALUATION" in white, bold, sans-serif capital letters.

GASTRONOMIC EXPERIENCE EVALUATION

DIFFICULTIES TO EVALUATE HIGH-END STIMULI

such as dishes of a gastronomic restaurant



SURPASSING EXCELLENCE

With classical liking evaluation,
difficult to be better than the best and
to get differentiation

(threshold effect of scaling)



COMPLEX ELEMENTS

Gastronomic dishes = multiple
components (several different
elements, lot of details...)



OVERALL EXPERIENCE & EMOTION

More than a food stimulus
Atmosphere, service, decoration...
participate to the experience





OBJECTIVES:

**DEFINE A NEW WAY
OF MEASURING
CONSUMER OPINION
OF GASTRONOMIC
DISHES**

**INCLUDING
AN
EMOTIONAL
DIMENSION**

**TO BETTER EVALUATE
AND
CHARACTERIZE
DISHES**



OUR APPROACH: BASED ON **SPONTANEOUS LANGUAGE** WITH ONE SINGLE QUESTION



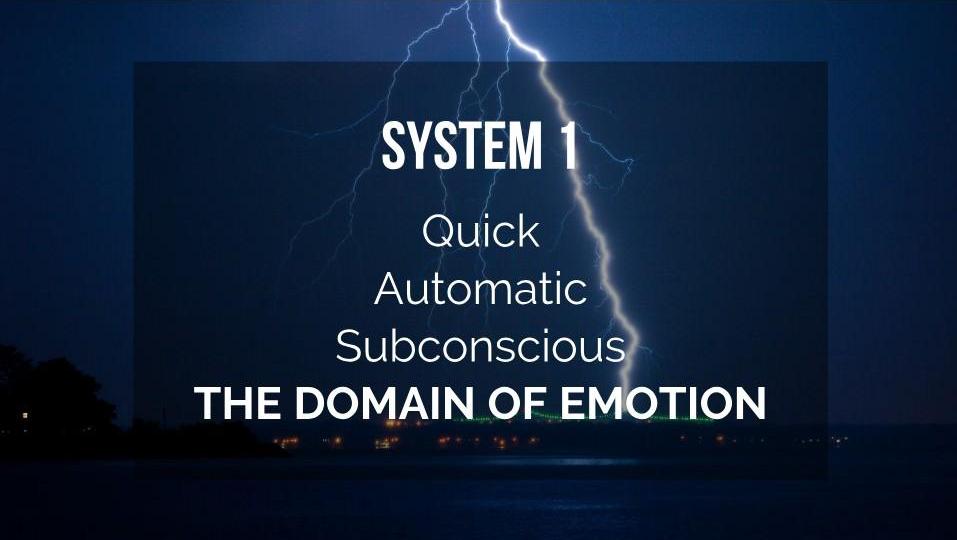
**SPONTANEOUSLY,
WHAT ARE THE 3 WORDS
THAT COME TO MIND ?**



SPONTANEOUS LANGUAGE TO AVOID RATIONALIZATION

Reach our brain System 1

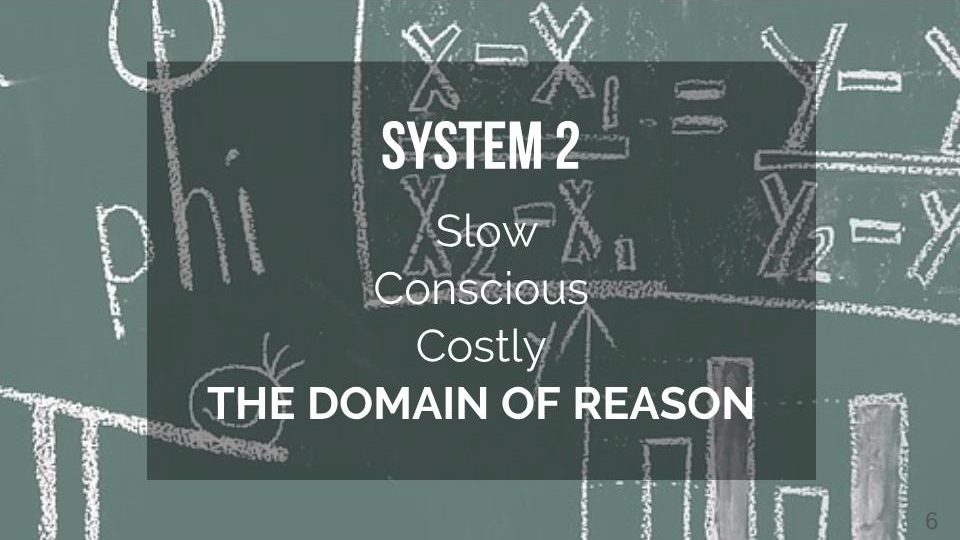
Daniel Kahneman - Thinking, Fast and Slow



SYSTEM 1

Quick
Automatic
Subconscious

THE DOMAIN OF EMOTION



SYSTEM 2

Slow
Conscious
Costly

THE DOMAIN OF REASON

LINK BETWEEN FREE ASSOCIATION OF WORDS AND EMOTIONAL STATE OF THE SPEAKER

**“PEOPLE ARTIFICIALLY
PLACED IN POSITIVE
MOOD TEND TO
GENERATE MORE
ORIGINAL ASSOCIATIONS**

(Isen&al 1985, Gilet
et Jallais 2011)

**“A PLEASANT STIMULUS
GENERATES
A GREATER NUMBER
OF ASSOCIATIONS ”**

(Johnson & Lim, 1964;
Matlin & Stang, 1978)

**“A MORE COMPLEX
STIMULUS GENERATES
A GREATER DIVERSITY
OF ASSOCIATIONS”**

(Cramer 1963)

BEYOND WORDS MEANING, THE ALGORITHM TAKES ACCOUNT:

WORDS NATURE & VERBALIZATION CONTEXT



LEXICAL CATEGORY

Is it an adjective, a verb, a noun?



ENUNCIATION LOGIC

Am I judging?

Am I describing the effects on me?

Am I describing the stimulus?



VALENCE

Is the word positive, neutral or negative?



RANK

Cited 1st? 2nd? 3rd?



ASSOCIATION

How are the 3 words linked to each other?



CONSENSUS

Is the word shared by the rest of the sample?

WITH 3 WORDS = CALCULATION OF 1 SCORE

Exclusive R3m algorithm from Repères, from 3 years of R&D

More than 100 researches (+ 50.000 interviews), multi-category (food, cosmetic, service)

International



R3M SCORE = A QUANTITATIVE INDICATOR OF PERFORMANCE

In complement to rational KPI
(liking / satisfaction etc...)



WIDE SCALE FOR MORE DISCRIMINATION

Limiting threshold effects
Positive / negative scores
High / low activation levels
Statistical tests (Student)



WITH A VISUAL AND **IMPACTFUL REPRESENTATION**

R3m
#Score
11



THE QUANT SCORE



STRENGTHS & WEAKNESSES

- **Only the most IMPACTFUL DIMENSIONS**

Not a simple description / number of quotations

=> words **CONTRIBUTING THE MOST** to the activation score

Proportional size of the word to its weight on the emotional activation

- **VISUAL presentation**
to open up the imaginary of the reader

IMAGES chosen by Repères, as “word+image” co-presence better reproduces the analogical association of the 3 spontaneous words and preserve the openness to all interpretations for the reader

Positive impact | **Negative impact** on the R3m score ©

The larger is the word, the more it contributes to the emotional activation score

A photograph of a restaurant interior, likely a fine dining establishment. In the foreground, there are two tall, slender wine glasses filled with a light-colored, bubbly beverage, possibly champagne. To the left, a small black woven basket contains several pieces of golden-brown bread. In the center, a white plate holds a dish of food, including what appears to be a seared scallop or fish fillet garnished with fresh green herbs. A person's hand with red-painted nails is visible on the right side, holding the edge of the plate. The background is softly blurred, showing other tables and glasses, creating a warm and elegant atmosphere.

**INSTITUT PAUL BOCUSE
“EXPERIENCE” RESTAURANT**

**COMPARISON OF R3M SCORE
AND CLASSICAL EVALUATION**

“EXPERIENCE” RESTAURANT



- **INSTITUT PAUL BOCUSE RESTAURANT**
Ecully - Lyon (France)
- **REAL GASTRONOMIC EXPERIENCE AMONG CUSTOMERS, 3 DINNERS PER WEEK**
- **MENUS REALIZED AND SERVED BY THE STUDENTS**

COMPARISON OF 2 DIFFERENT MENUS / 4 EVALUATED DISHES

1 Appetizer, 1 Starter, 1 Main course, 1 Dessert (among the 7 dishes served)

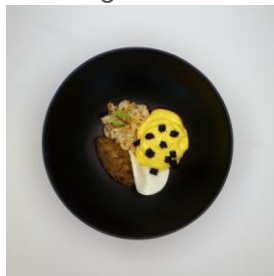
40 to 57 respondents per dish
according the answer rate

« Contemporary » menu

A. Mimosa egg crackers , Foie gras & beetroots wafer



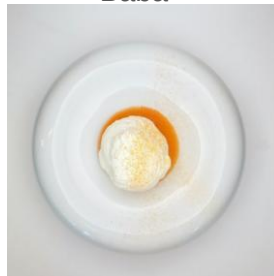
S. Cuttlefish Tagliatelle



M. Roasted lamb – Timut pepper

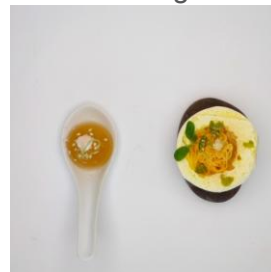


D. Citruses Baba



« Well being » menu

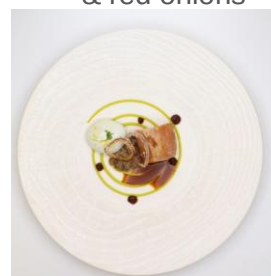
A. Coco Thai et chickpeas 'Meringue'



S. Veggie Ravigoles , cress, vegetal parmesan



M. Veal medallion, peas & red onions



D. Raspberry 'Maca-long'



FOR EACH DISH: VERY SHORT QUESTIONNAIRE

Make sure you answer all the questions

There are no right or wrong answers, the important thing is to be as spontaneous as possible.

R3m EMOTIONAL question

Q1. Spontaneously, without thinking, what are the the **3 WORDS** that come to mind regarding this dish?

1 st word	
2 nd word	
3 rd word	

LIKING classical questions

Q2. Overall, how much did you like this dish?

I didn't like it at all. ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ I really liked it

Q3. What do you think are the different **positive** and **negative** points of this dish?

negative points	positive points
-	-
-	-
-	-

○ 3 SPONTANEOUS WORDS

New question for R3m calculation

In complement to traditional questioning:

○ LIKING SCORE (1 TO 9) +3 NEGATIVE/3 POSITIVE REASONS OF LIKING

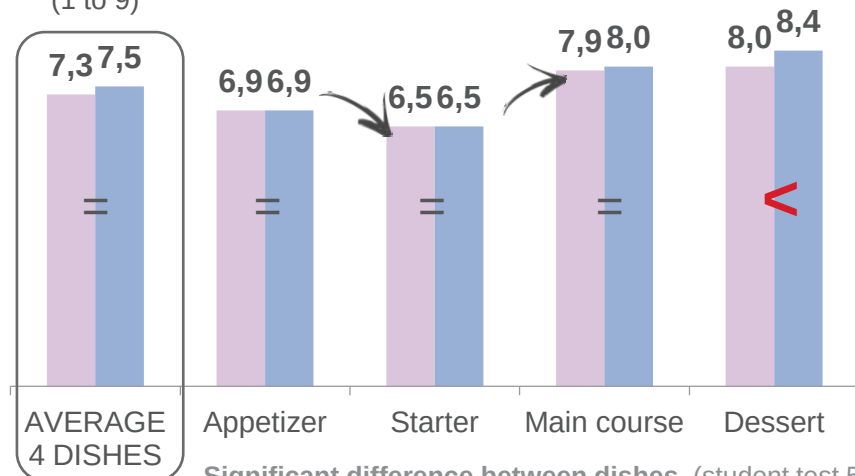
Classical rational question

R3M GIVES **CONSISTENT** RESULTS, WITH **BETTER DISCRIMINATION**

Overall liking

(1 to 9)

■ Contemporary ■ Well Being

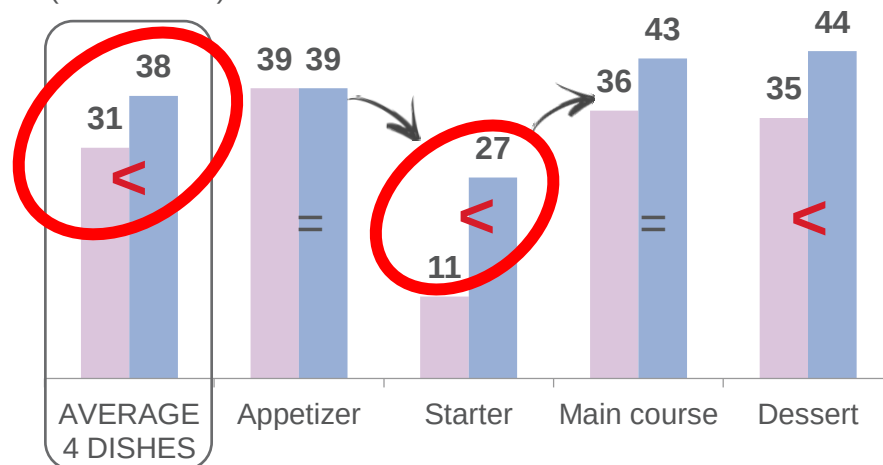


Significant difference between dishes (student test 5%)

< between the 2 menus → within the same menu from 1 dish to another

R3m Score

(-150 to +100)



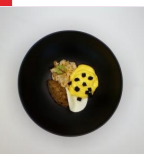
Same pattern / trend of experience

Same preferred and less appreciated dishes

→ but R3m score **BRINGS MORE DISCRIMINATION**

DIFFERENCES HIGHLIGHTED BETWEEN THE 2 STARTERS

While same level of liking and % of criticisms



« Contemporary » starter

Liking score = 6.5 /9
43% of the comments are negative

=



« Well being » starter

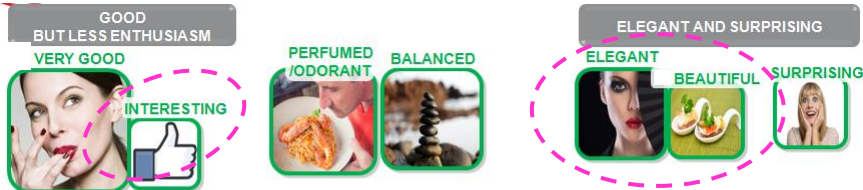
Liking score = 6.5 /9
40% of the comments are negative



→ R3m shows a LOWER ACTIVATION SCORE of the contemporary starter
DUE TO FAR LESS ENTHUSIASM / LESS STRONG POSITIVE ASSOCIATIONS

R3m
#Score
11-

Only 21% are "addicts" (% respondents having a R3m >30)
21% are "rejectors" (% having negative R3m score)



But STRONG CRITICISMS
on several criteria



R3m
#Score
27+

56%+ are "addicts" (sig. difference vs contemporary starter)
14% are "rejectors"

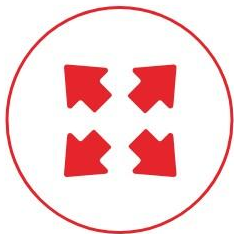


BUT SOME CRITICISMS
(texture and cooking)



A RICH AND PRECISE DIAGNOSIS WITH ONLY 3 WORDS

Going beyond what we can get with classical questions



RICHNESS OF SPONTANEOUS

No bias, no induction

Dimensions we didn't expect



SIGNIFICANT DIMENSIONS

Impacting the most the emotional
activation



EMOTIONAL DIAGNOSIS

Words showing

Commitment: 'delicious' (not just
'very good'), 'splendid' etc... and
negative dimensions

Emotion / feeling 'original',
'disappointing' 'surprise'

Aesthetic / visual dimensions



TO CONCLUDE





3 SPONTANEOUS WORDS: A DISCRIMINATING TOOL

SIMPLE

Quick and easy
to implement

RICH

Spontaneous richness,
without bias or induction

EFFECTIVE

Brings discrimination &
understanding
A good decision aid

CONCLUSIONS AND PERSPECTIVES FOR INSTITUT PAUL BOCUSE



A USEFUL AND PROMISING TOOL:

- Feedback to the cooks to adjust and optimize the recipes
- For the future, use the R3M score to help students during culinary contests
- Work on a collaborative paper for publication



SOME QUESTIONS ?



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