

Category	Name	Description	Example
Physiological Factors	Adaptation	A decrease or change in sensitivity to a given stimulus as a result of continued exposure to that stimulus or a similar one	Sugar can dampen subsequent perception of sweetness
	Cross-potentialiation	An increase in sensitivity to a given stimulus as a result of exposure to another stimulus	Sugar can heighten subsequent perception of bitterness
	Enhancement	The effect of the presence of one substance increasing the perceived intensity of a second substance	Salt enhances perception of sweetness
	Suppression	The effect of the presence of one substance decreasing the perceived intensity of a mixture of two or more substances	Salt suppresses perception of sour
Psychological Factors	Expectation Error	Information given with the sample may trigger preconceived ideas	Naturally processed coffees and fruity flavor
	Habituation Error	Tendency to continue to give the same response when a series of slowly increasing or decreasing stimuli are presented	Tendency to continue to give the same response when a series of slowly increasing or decreasing stimuli are presented cupping a series of 84-85 tables and missing 83s or 86s
	Stimulus Error	When irrelevant criteria influence the observer	Cupping the top 10 in a contest
	Logical Error	When two or more characteristics of the samples are associated in the minds of the assessors	Large beans are less acidic than small
	Halo Effect	When more than one attribute of a sample is evaluated, the ratings will tend to influence each other	Past crop flavor may cause underrating of good acidity, body and sweetness
	Contrast Effect	A good sample just before a poor one may cause the second sample to receive a lower rating than if it had been rated monadically	Presenting top prep microlots alongside commercial lots may cause the com lots to be underrated
	Group Effect	One good sample presented in a group of poor samples will tend to be rated lower than if presented on its own	Squeezing a top prep ml onto a commercial table may cause the ml to be rated lower
	Error Of Central Tendency	Samples placed near the center of a set tend to be preferred over those placed at the ends	In triangle tests, the odd sample is detected more often if it is in the middle position
	Capriciousness; Timidity	Assessors may by nature tend to either use or avoid the extreme ends of a scoring scale	Specialty coffee cuppers rarely score above 92 points, or below 78
	Pattern Effect	Panelists will use all available clues and are quick to detect any pattern in the order of presentation	Building flights from mild to intense
	Time Error/ Positional Bias	One's attitude undergoes subtle changes over a series of tests	Anticipation, hunger, fatigue, indifference