



*Blind*



A

B

C

D

E



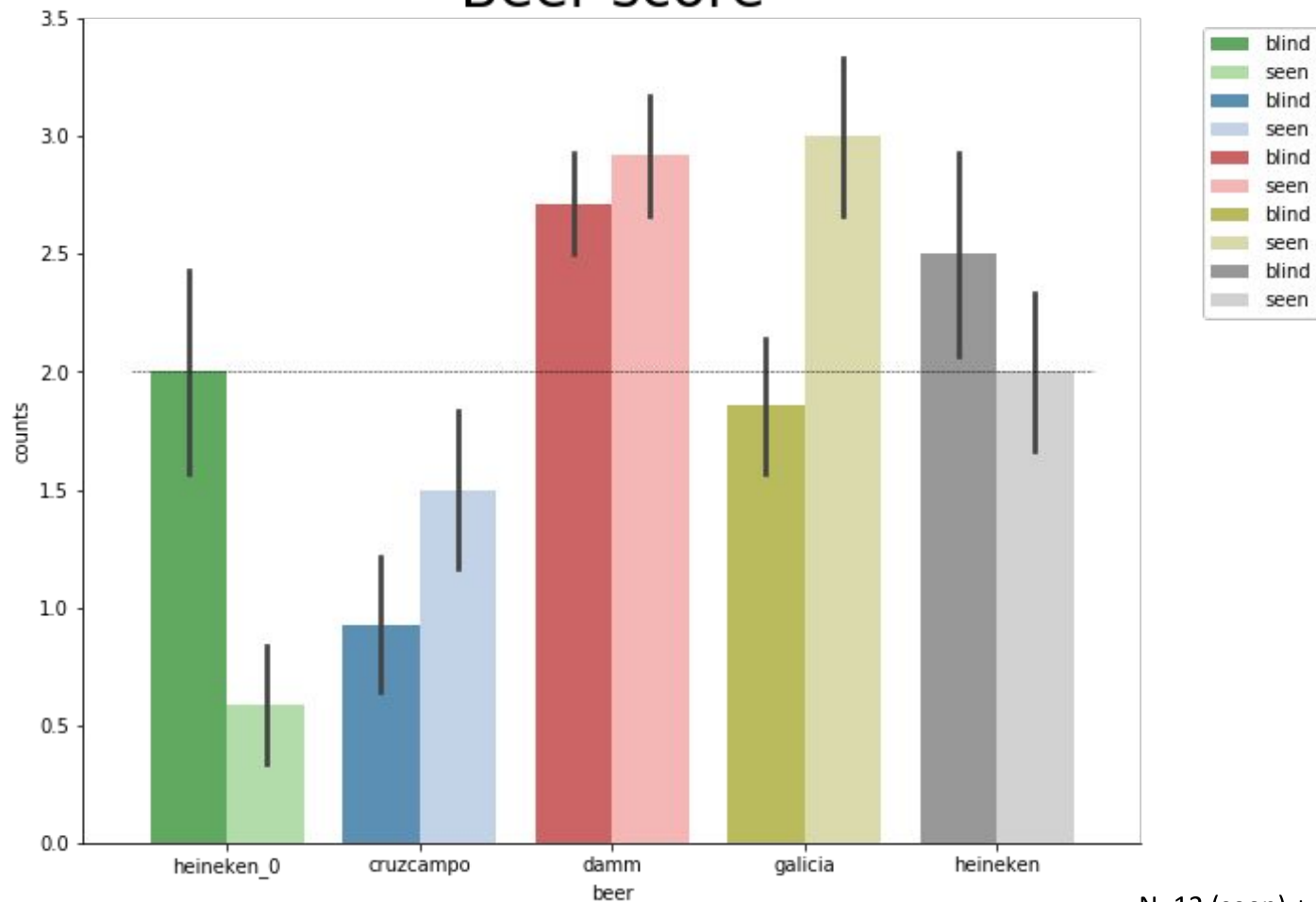
all possible comparisons (10)

*Seen*



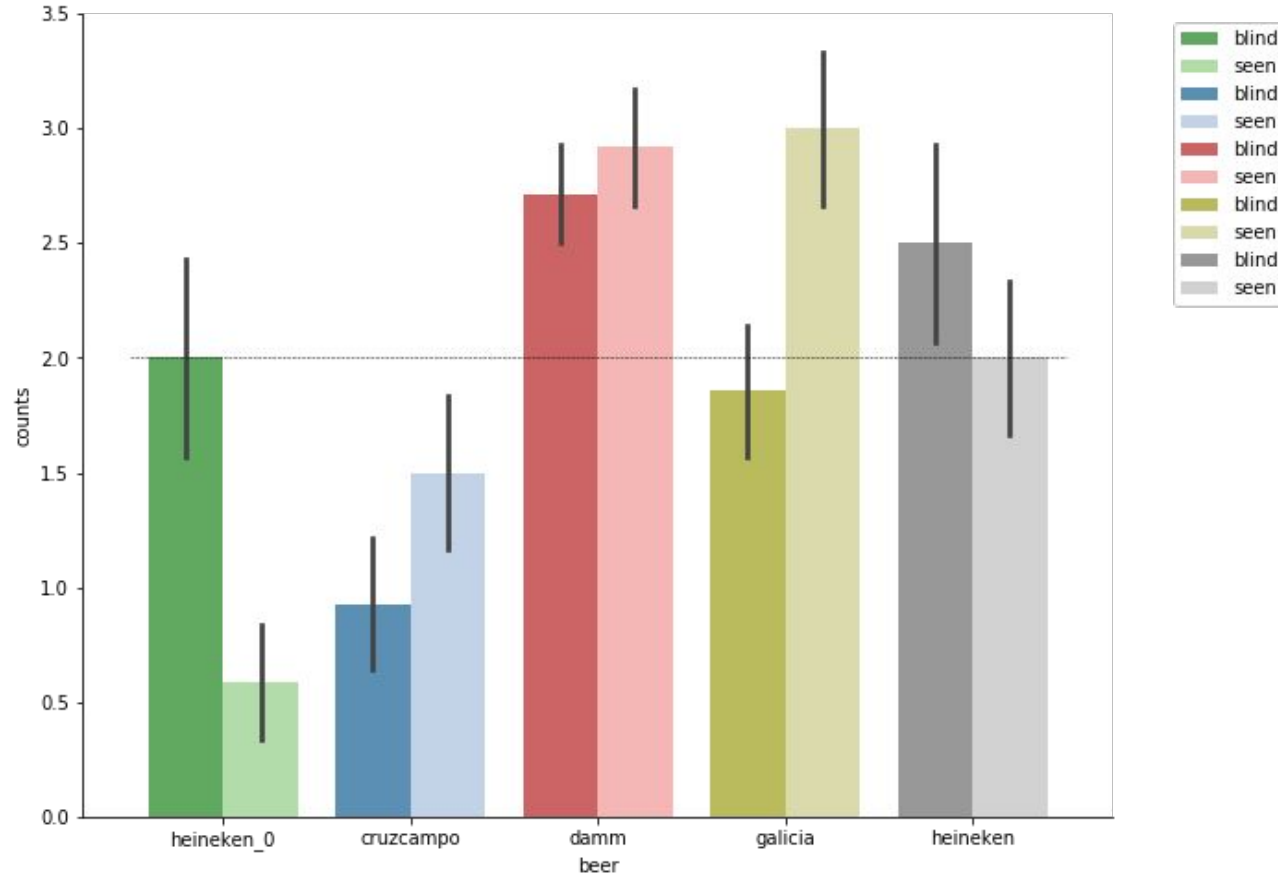
all possible comparisons (10)

# Beer score

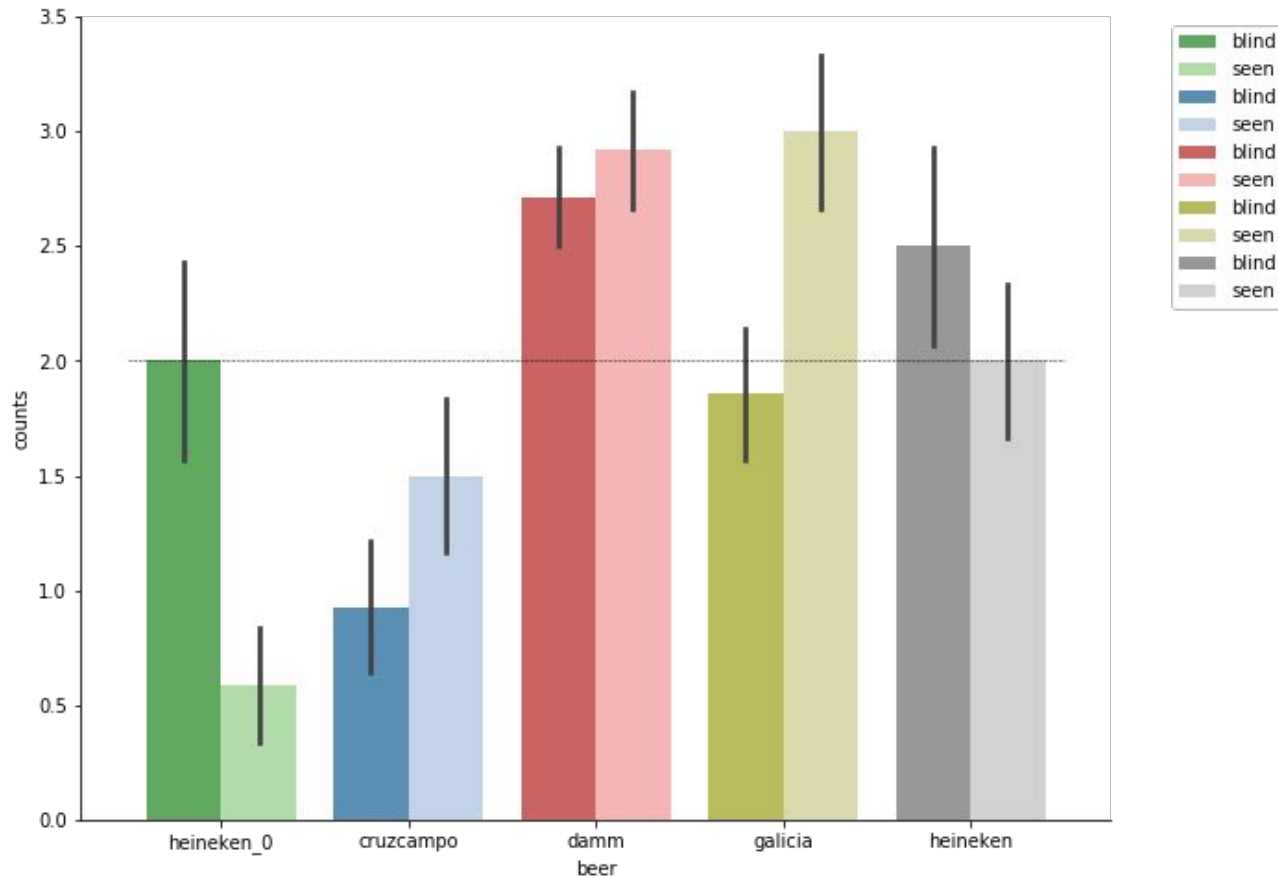


N=12 (seen) + 2 just unseen

*Is any beer objectively / subjectively better or worse than the others?*  
*blind / seen*



Is any beer objectively / subjectively better or worse than the others?  
*blind* / *seen*



N=12 (seen) + 2 just unseen

heineken\_0, blind p\_val = 1.0

damm, blind p\_val = 0.044

heineken, blind p\_val = 0.14

galicia, blind p\_val = 0.752

cruzcampo, blind p\_val = 0.001

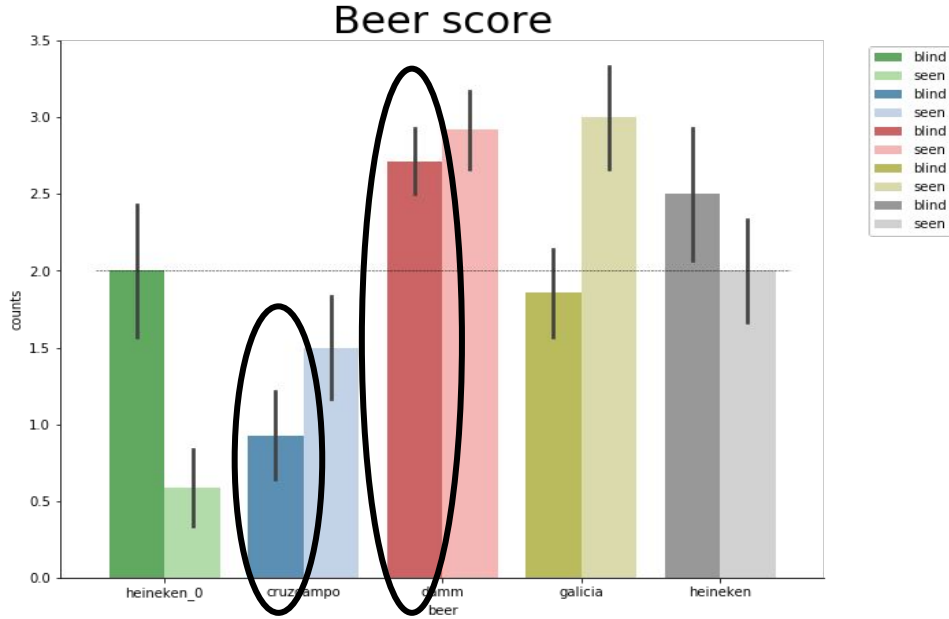
Damm is objectively better

Cruzcampo is objectively worse

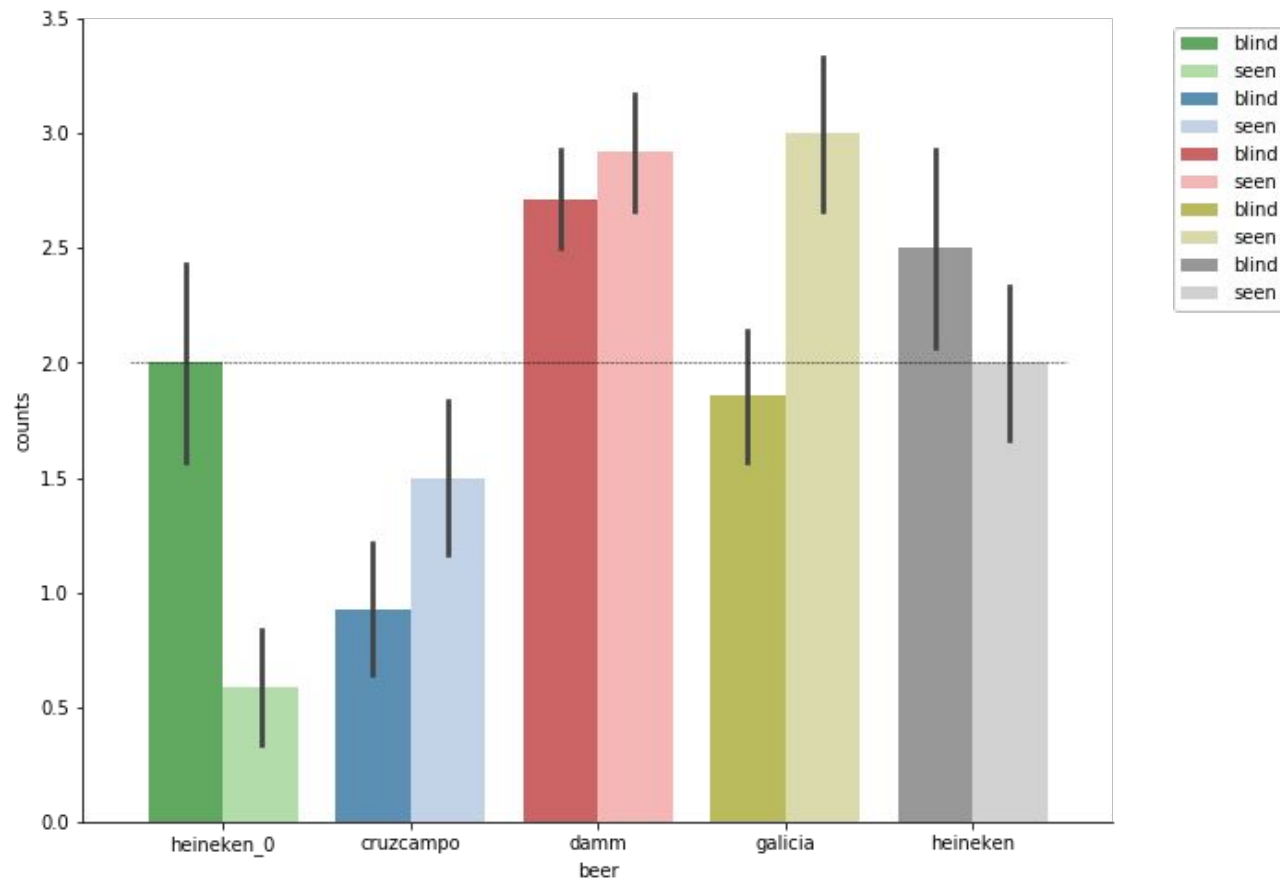
*blind*



## Objectively (Blind)



Is any beer objectively / subjectively better or worse than the others?  
*blind* / *seen*



N=12 (seen) + 2 just unseen

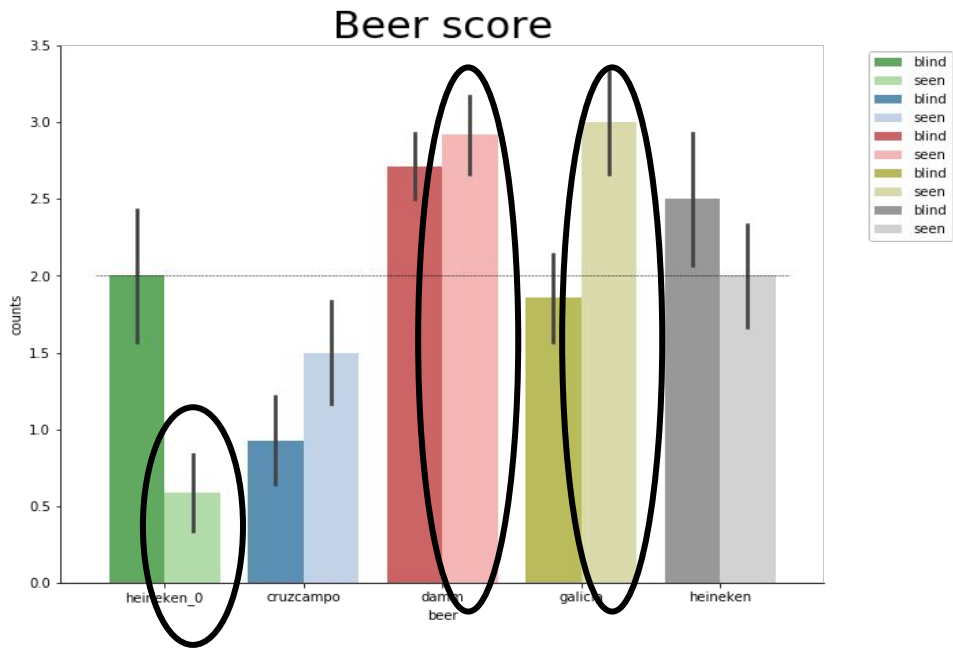
heineken\_0, seen p\_val = 0.0  
damm, seen p\_val = 0.016  
heineken, seen p\_val = 1.0  
galicia, seen p\_val = 0.008  
cruzcampo, seen p\_val = 0.209

Heineken 0 is subjectively worse  
Damm is subjectively better  
Galicia is subjectively better

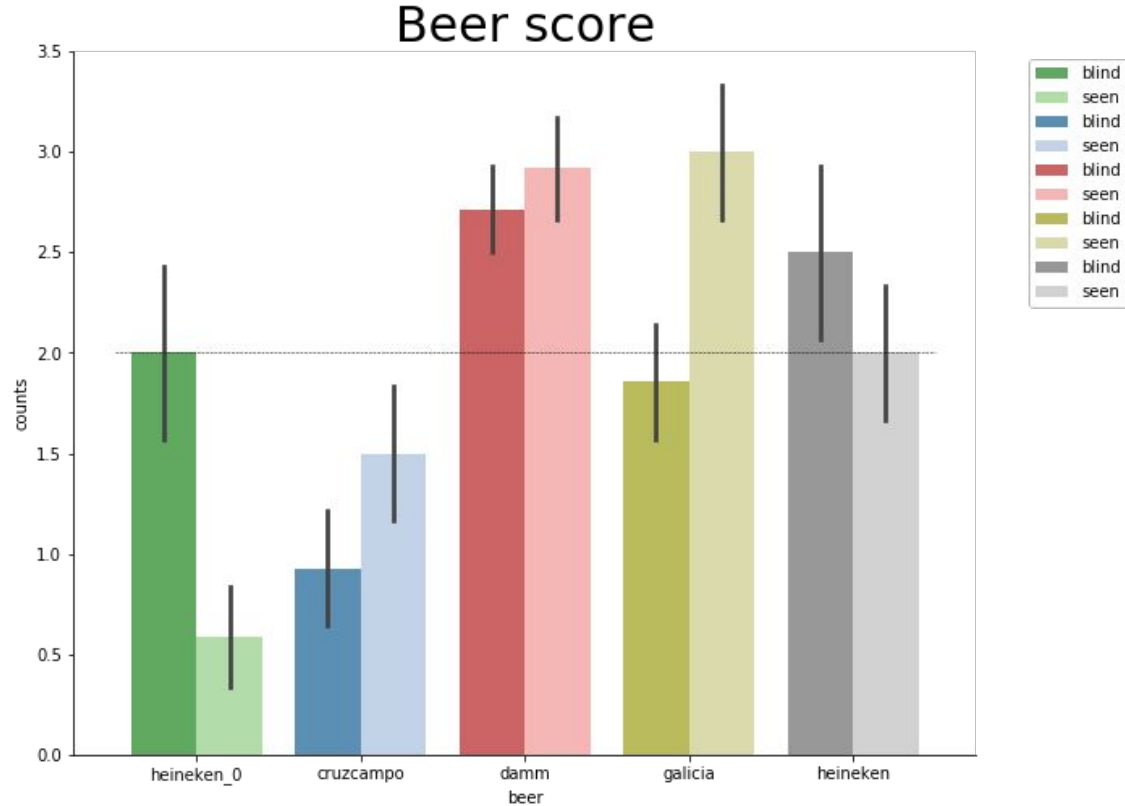
**seen**



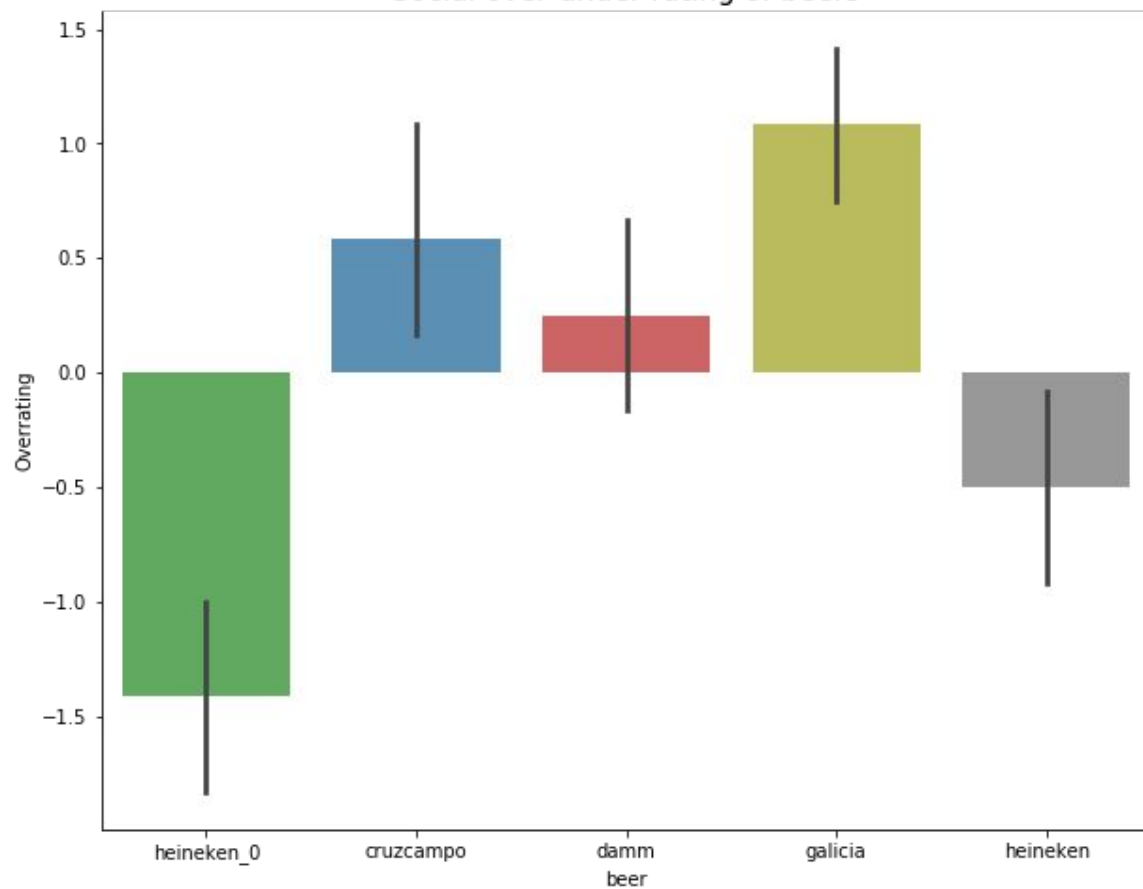
*Subjectively (seen)*



# Are we socially biased?



Social over-under rating of beers



heineken\_0, diff p\_val = 0.009

cruzcampo, diff p\_val = 0.239

damm, diff p\_val = 0.571

galicia, diff p\_val = 0.012

heineken, diff p\_val = 0.339

Heineken 0 is under rated

Estrella Galicia is over rated

**YOU CAN'T BE AN ALCOHOLIC**

**IF YOU DRINK NON ALCOHOLIC BEER**