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The culinary act in everyday life: definition and pilot study

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INTRODUCTION

Cooking at home, according to studies, newspapers and social networks, has become increasingly popular[1]. This is in contrast to a reduction in time spent on culinary preparation by 18 minutes in France between 1986 and 2010[2].

While health education programs promote consumer responsibility and invite them to consume a more balanced diet[3], **we question the place of cooking in everyday life in France.**

OBJECTIVES

As part of a 3 years PhD project we aim to understand representations, constraints and levers for action of culinary act in consumers' daily life.

First year
Qualitative study to collect culinary practices, constraints and levers for action to cook at home

→

Second year
Design of a strategy to improve cooking communication

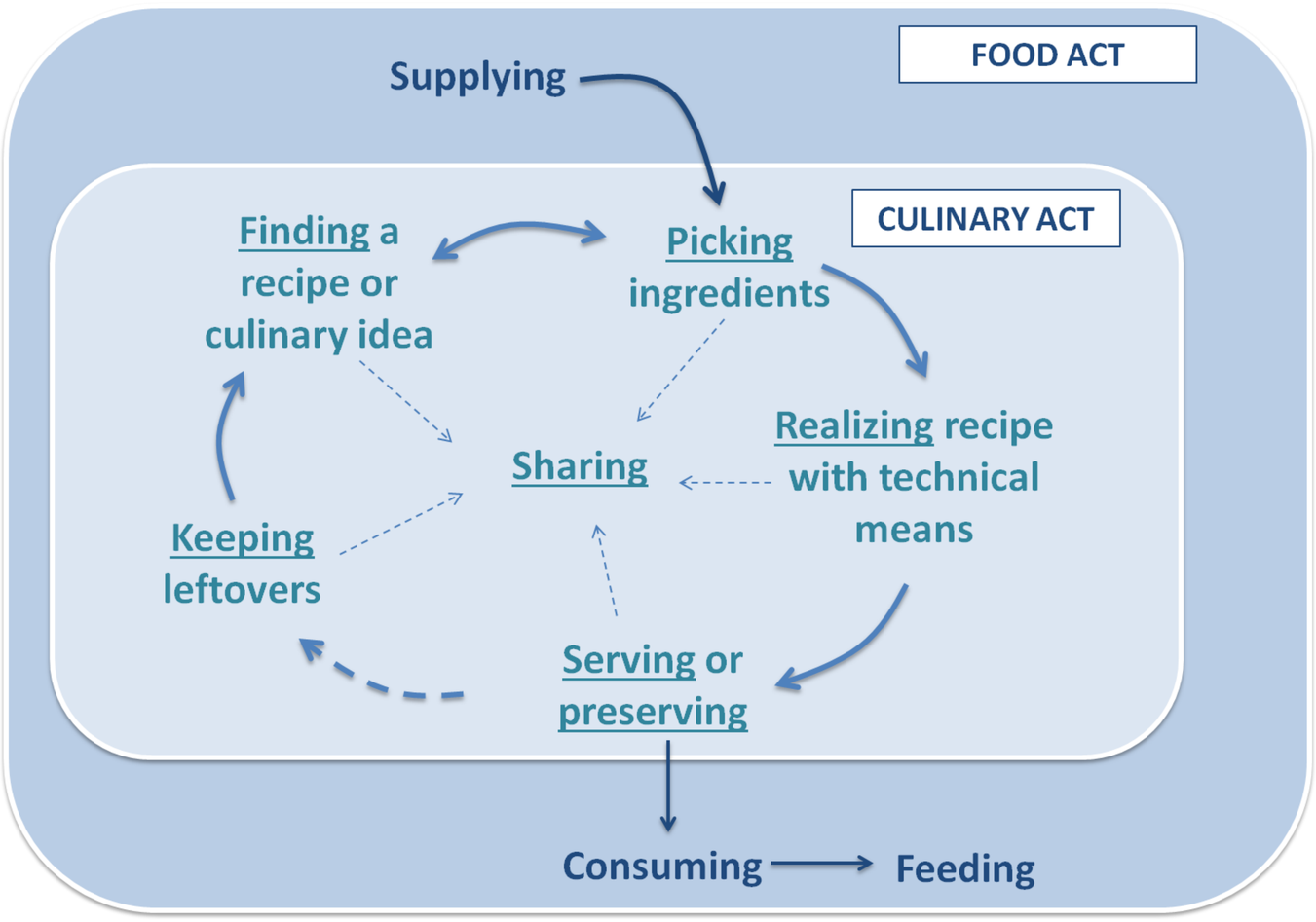
→

Third year
Impact measurement of the strategy and analysis.
Identification of adherence levers.

Key words: culinary act, cooking, culinary organisation, everyday life, domestic sphere

CULINARY ACT: DEFINITION

The culinary act is a **cycle of actions** that leads to the realization of the desired dish. It is an integral part of the food act. A cycle starts either when you **find** an idea or a recipe, or when **selecting** the ingredients. These actions are followed by the **realization of the recipe**, by technical means, and by conceptual and perceptual skills. Subsequently, the preparation will be **served or preserved**[4] i.e. jams. After the consumption, there may be **leftovers** that will need to be served again. Thus, a new cycle begins as a new idea can emerge from leftovers. Throughout this cycle, the individual might **share** steps with his family or friends.



PILOT STUDY

By following the culinary act cycle, a pilot study was developed for the first PhD year. The aim is to bring insights to the question: How does the daily culinary act evolve according to the representations, the constraints and levers for action of French food practices?
A qualitative pilot study is realized to test methodology and capture **projections and representations** of culinary organization of the week[5].

Study targets

Individuals in active employment, with various family situations

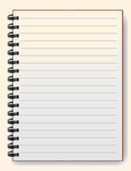
Consume ready-to-eat meals less than 3 times a week

Reflexive positioning verified with questions on culinary creativity[6]

Protocol

1 Culinary devices inventory and meals pictures free sorting task

2 Supply following by think aloud technique



3 Food diary to capture the use of purchased products

4 Semi-structured interview to deeply understand the culinary act representations

5 Observation of food preparation to capture the difference between representations and reality

This diverse and complementary methodology focuses on the elements that prefigure the French consumer's culinary act. The purpose is capturing representations of each part of the culinary act cycle in the consumer's daily life.

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