



HAL
open science

Methodological contribution to dig into practices: A practice-based study of food practices with projective technics

Margot Dyen, Lucie Sirieix, Sandrine Costa

► To cite this version:

Margot Dyen, Lucie Sirieix, Sandrine Costa. Methodological contribution to dig into practices: A practice-based study of food practices with projective technics. Mid-term congress, Research Network of Sociology of Consumption - RN05 - Sociology of Consumption, European Sociological Association (ESA). FRA., Aug 2018, Copenhagen, Denmark. 28 p. [diaporama]. hal-01886515

HAL Id: hal-01886515

<https://hal.science/hal-01886515v1>

Submitted on 5 Jun 2020

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

Methodological contribution to dig into practices: A practice-based study of food practices with projective technics

Margot Dyen
Lucie Sirieix
Sandrine Costa
UMR MOISA – Montpellier SupAgro



ESA RN05 Mid-term conference

Copenhagen 29 August – 1 Septembre

Objective

- Feedback of my PhD's methodological contribution

Use projective methods as
a methodology to study practices

why

- Projective technics are mostly developed to deal with representations, perceptions, emotions, desires, motivations...

≠

- Practice theories investigate the construction of action rather than the underlying psychological factors

Presentation

1. Projective technics – projective method of collage
2. Practice theories: principles and methods
3. Application of collage to explore mundane food practice
4. Conclusions, contributions limits and perspectives

Projective technics

« [...] help to reduce consumers' psychological barriers and to reveal representations, imaginary and evocations associated with a concept » (Cottet et al., 2008)

- Third entity on which individuals can project their opinions/perceptions, etc.
- Easier to express with images compared to words (Valette-Florence and De Barnier, 2009)
- Indirect questioning
- Several projective technics (e.g. planets, scenario, collages)

Projective technics

« [...] help to reduce consumers' psychological barriers and to reveal representations, imaginary and evocations associated with a concept » (Cottet et al., 2008)

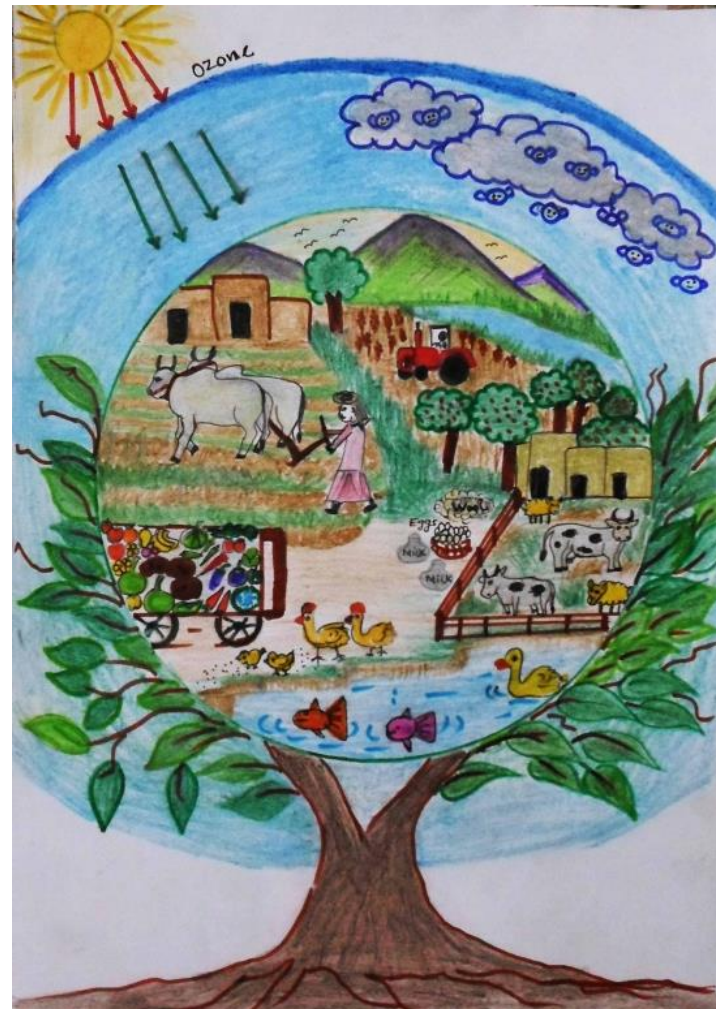
- Third entity on which individuals can project their opinions/perceptions, etc.
- Easier to express with images compared to words (Valette-Florence and De Barnier, 2009)
- Indirect questioning
- Several projective technics (e.g. planets, scenario, collages)



Project on a person



Project on a drawing



Project in a scenario



Collages - Main applications

- Individual perceptions (Cottet et al. 2008)
- Collective perceptions (Havlena and Holak, 1996)
- Access to unconscious process (Gomez and Cuynet, 2011)
- Mental images (Valette-Florence and De Barnier, 2009)

Practice theories - Main principles

- Neither focus on agency nor on structure (Southerton and Evans, 2017)
- Do not opt for methodological individualism (Halkier et Jensen, 2011)
- Do not consider motivations as the source of action (Warde, 2016)
- Consider material, know-how and meanings as composing action (Shove et. al, 2012)

Practice theories - methodological objectives and challenges

- Objectives:
 - understand the sayings and doings (Schatzki, 2002)
 - identify the constitutive elements of action
- Challenges
 - Remember practices (Rook, 2006)
 - Exhaustive and deep description of action(s) and its(their) constitutive elements

Practice theories - Main methods to investigate practices

- Generally qualitative methods (except, e.g. Plessz et al. 2016)
- (Long term, participant) observations (e.g. Truninger 2011, Evans 2011, Hargreaves 2011)
- Semi-directive (e.g. Magaudda 2011) or non-directive (e.g. Gram-Hanssen 2011) interviews
- Documentary research (Diary (e.g. Wahlen, 2011), archives (e.g. Shove and Pantzar, 2005))

Why try to use projective technics to study food practices?

- Challenge of exhaustivity
- Challenge of precise description
- Challenge of making people remember and structure the story of their mundane and routinized activities

Application of projective method of collage to explore food practices (1)

Objective of the study: describe, understand and interconnect households' mundane food practices related to food waste and healthy eating

Application of projective method of collage to explore food practices (1)

Objective of the study: describe, understand and interconnect households' mundane food practices related to food waste and healthy eating

23 participants

Projective method of collages

« Realize a poster representing your food practices: from shopping to eating practices, and represent what constrains your organization »

Application of projective method of collage to explore food practices (1)

Objective of the study: describe, understand and interconnect households' mundane food practices related to food waste and healthy eating

23 participants

Projective method of collages

« Realize a poster representing your food practices: from shopping to eating practices, and represent what constrains your organization »

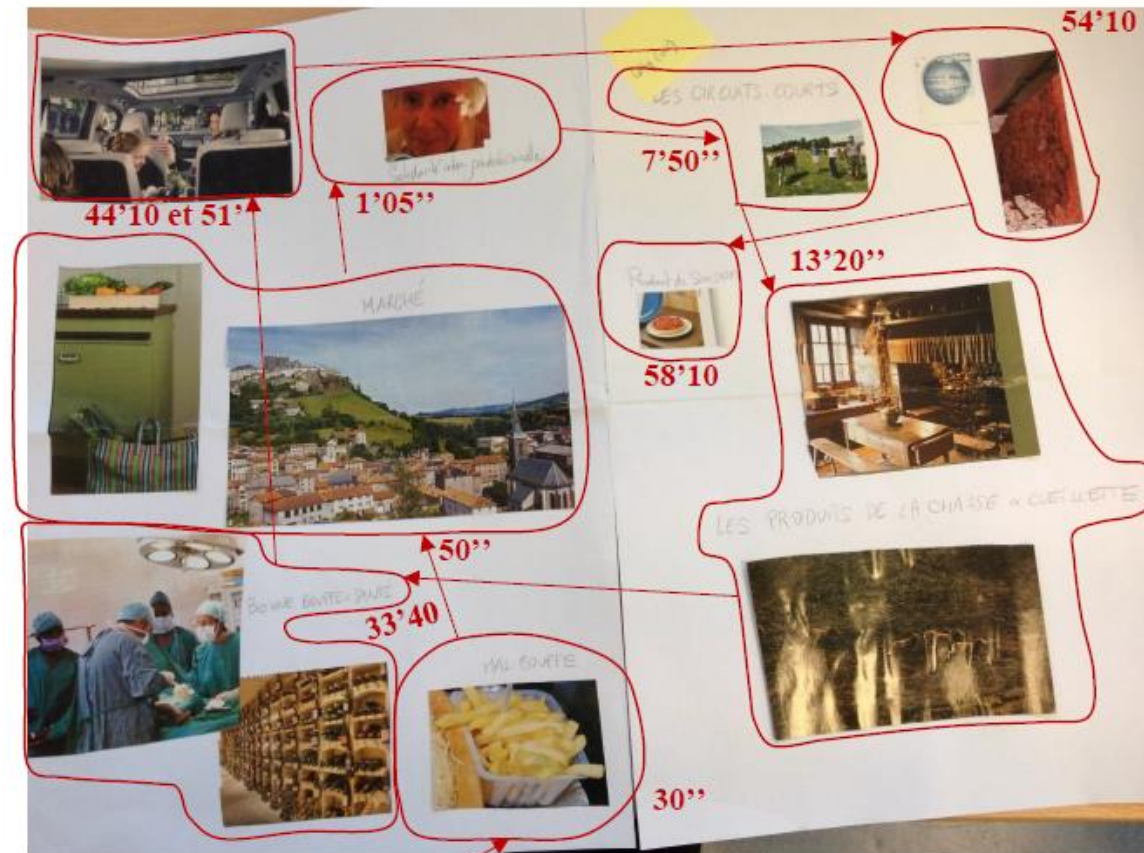
± 40 min of collage, ± 1h15 of interviewing



Application of projective method of collage to explore food practices (3)

- Wide and deep description of practices:
 - Describe 6 categories of food practices (supply, cooking, eating, invite, stock, waste)
 - Make distinction between practices according to several criteria, answering the challenge of defining and distinguish practices (Warde, 2016)

Application of projective method of collage to explore food practices (2)



Starting

Supply	Criteria	Supply1	Supply2	...
	Place	Bakery, close to the house	Bakery at the marketplace	...
	Type of food	Snack for her child	Fruits and vegetables, croissants	...
	Frequency	Everyday	Weekly	...
	Criteria to choose food		Prix	...
	Way of transportation	Walking	By car	...
	List elaboration (optional)			...
	When	After school	Saturday morning when they need vegetables	...
	Task repartition	Her and her son	Her and/or her husband	...

Supply	Criteria
	Place
	Type of food
	Frequency
	Criteria to choose food
	Way of transportation
	List elaboration (optional)
	When
	Task repartition

Throw food away	What
	Frequency

Preparation/cooking	Type of dish
	Frequency
	Food used
	When
	Duration
	Quantities
	Task repartition
	Origin of the ideas

Eating	Occupation/how many people
	Place
	Structure of the meal
	When
	Quantities
Food consumed/not consumed, menu	

Invite/be invited	Number of people and relation with them
	Meal concerned (dinner, lunch, etC.)
	Frequency
	Contribution of each person
	Menu
	Quantities
	Place
	Consumption of alcohol

Stocking	What
	Frequency
	How long
	Where

Application of projective method of collage to explore food practices (4)

- Inventory of the elements composing practices

Code of the element	Description
K01	Nutritional knowledge
K02	Knowing recipes
M01	Garden
M02	Scooter
M03	Supermarket between home and workplace
M04	Budget
M05	Internet
M06	Home close to workplace
M07	Cholesterol
M08	Taste for fish
M09	Taste for starchers
Mea01	Take care of his sick parents
Mea02	Wife from Marrocco who cooks recipes from her country
Mea03	Religious considerations
Mea04	Keep in a good fit
Mea05	Spend time with his family around food

Application of projective method of collage to explore food practices (5)

- Report the interconnection between practices and their organization in sequences:
 - Systematized routines
 - Flexible routines
 - Rituals

Dyen and Sirieix, 2018

Conclusion: contributions, limits and perspectives

- Contributions:
 - Help to structure interview (mix of semi-structured and non-structured interview)
 - Wide and precise description of practices
 - Inventory of elements composing practices
 - Understanding of the interconnection between practices
- Limits and perspectives
 - Lack of enacted practices: combine with observations?
 - Individual exploration: try collective collages?
 - Does this method match with the other principles associated with practice theories (epistemological considerations)

Conclusion: contributions, limits and perspectives

- Contributions: bridging representational and non-representational methodologies? (Halkier, 2017)
 - Help to structure interview (mix of semi-structured and non-structured interview)
 - Wide and precise description of practices
 - Inventory of elements composing practices
 - Understanding of the interconnection between practices
- Limits and perspectives
 - Lack of enacted practices: combine with observations?
 - Individual exploration only: try collective collages?
 - Does this method match with the other principles associated with practice theories (epistemological considerations)?

Thank you for your attention!

*Feedback?
Questions ?*

Margot.dyen@gmail.com