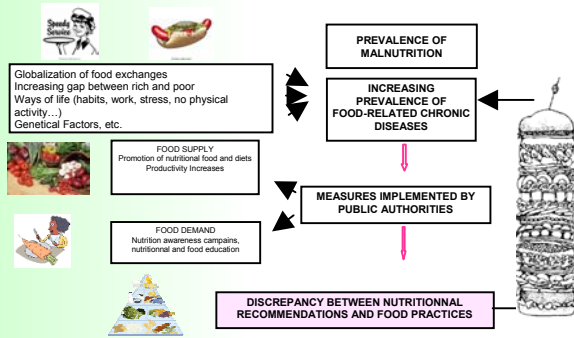


UTILITY OF RISK SOCIOLOGY IN STUDY OF DISCREPANCY BETWEEN NUTRITIONNAL RECOMMENDATIONS AND FOOD BEHAVIOR.

CALANDRE Natacha

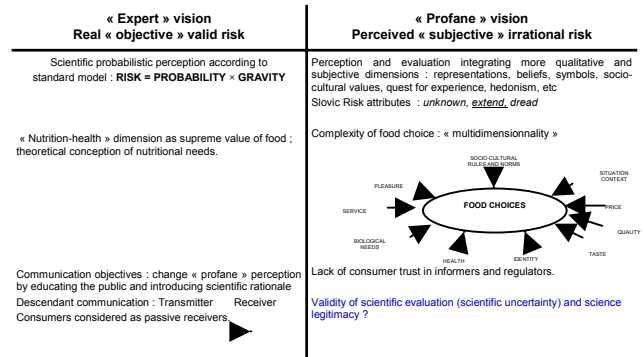
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PROBLEMATIC



Chronic diseases : 59% of death in the world (2001; OMS, FAO, 2003)
 Obesity : 8% by adults ; 11% by children from 5 to 12 years
 Cardiovascular diseases : 32% of death in France (170000 death)
 Economic and social public costs of obesity : 2.10⁹ euros in France (MFS, 2000)

Discrepancy between « expert » and « profane » visions : An Approach based on Risk Sociology

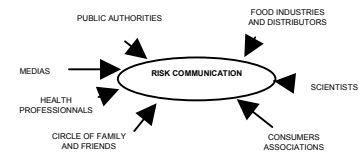


« Standard » approach : theoretical, ideological and ethical limits
 Social context and consumption situations not taken into account

NECESSITY OF CONSIDERING INDIVIDUAL PERCEPTION TO IMPROVE RISK COMMUNICATION AND NUTRITIONNAL PROBLEM MANAGEMENT

Study of divergence in expert visions: approach based on information economy, risk communication and socio-anthropology of food

Modelization of the relations between perception and food behavior : approach based on socio-cognitive psychology, marketing and risk sociology (cultural theory and a psychometric paradigm)



Multiplicity of the actors involved in communication and of the stakes
 Interests divergences in information actions
 Power relations



NECESSITY OF A GENERAL POLITICAL FRAMEWORK OF PUBLIC HEALTH, AND TO TAKE INTO ACCOUNT INTERESTS AND PERCEPTIONS OF THE DIFFERENT SOCIETY GROUPS

RESEARCH QUESTION

People know what to do to be in good nutritional conditions but don't do it. WHY ?

RESEARCH HYPOTHESES

The observed discrepancy is NOT due to the lack of awareness and knowledge of consumers but to perception differences between actors.
 There is a relation between risk perception, attitudes and food behaviors.

PATHS OF EXPLANATION

Two ways of research are privileged :

Study of risk perception divergences between « experts » and « profanes » viewed as « consumers »

Analysis of relations between risk perception and food behavior

GENERAL OBJECTIVES

- To contribute to the reduction of food-related diseases prevalence.
- To contribute to the research on consumer behavior.

SPECIFIC OBJECTIVES

- To contribute to the improvement of the communication efficiency on nutritional risk.
- To take in consideration consumers perceptions.
- To study discrepancies between experts and laymen risk perceptions.
- To analyse the determinants of risk management according to the situations.

Methodological objectives

- To understand the food-related stakes (social, hedonistic, biological, etc.) and their arbitration by consumers.
- To study risk integration in food practices following the use situations (Dejeux).
- To understand practices sense by crossing consumers discourse on practices with real behaviors.

Theoretical objectives

- To elaborate a cognitive, socio-psychological model of the change process of consumer behavior faced with nutritional risk.
- To propose measures of democratic participative risk management of nutritional risks.

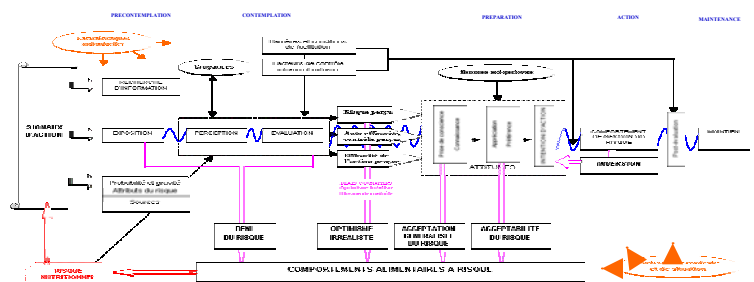
Practical objectives

- To elaborate a typology of consumers according to their perceptions, their risk acceptability level and their nutritional behaviors.
- To identify propositions of actions according to the different consumers groups.

EXPECTED RESULTS

Proposed improvements to nutritional risk communication efforts

Cognitive model of the change process behavior of consumer faced with nutritional risk



CONCLUSION

- A pluridisciplinary approach based on marketing, risk socio-anthropology and socio-cognitive psychology to better understand consumption patterns and the psychological and sociological determinants of food behavior.
- An original theoretical perspective : analysis of nutritional problems using risk sociology applied to the food domain, taking in account differences in risk perception between society groups.
- An inter-disciplinary approach opposing the different points of view of the food channel and institutional environment actors : collective and democratic work.
- A conception of consumers as integral actors in the negotiation of nutritional risk acceptability and of its collective management.
- A methodological perspective by food practices, which compares people attitudes to their real behavior.