‘Eating On Purpose?’ A SM Approach To Accessing The Nottingham Social Eating Movement

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Context

• social eating - the new commensality?

• Nottingham is the UK’s first ‘social eating city’

• why are people engaging in this practice?

• is it the model?

• mealtime-meals, limited, dynamic menu, emphasis on food-resourcefulness and sociality
Rationale

• operationalise sociological insights

• contextually-rich, user-generated insights into this regional phenomenon

• a sociological synthesis with social marketing

• Social Practice Theorization- assemblages of ‘actors’, de-centres the individual

• Social Marketing- centres the individual
Methodology

• Participant-Action-Research

• proliferating practice

• co-creating insights in real time

• user-created, user-coded, encompass human and non-human factors
Method

- go-along interviewing method
- ‘mapping’ method
- ‘why do you eat at this social eating space?’
- coded in real time
- building up map of social eating practice
Initial Responses

• Convenience
• Place
• Price
• Menu
• Friendship
• Relationships
• Family-friendly
Feedback?
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