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

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

**Research Question**
People know what to do to be in good nutritionnal conditions but don’t do it. WHY ?

**Research Hypotheses**
- The observed discrepancy is not due to a 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 consumers viewed as « profanes »
- Analysis of relations between risk perception and food behavior

**General Objectives**
For contribution to the resolution of food-related diseases prevention.
For contribution to the transformation of food systems.

**Specific Objectives**
- Contribution to the management of nutritional risks and to the development of nutritional policies.
- Field of analysis: perception disparities. Perception of risk by experts and consumers.
- Theoretical objectives: contribution to the development of a theoretical risk model of food behavior.
- Practical objectives: contribution to the development of a practical model of food behavior.

**Expected Results**
- Proposed improvements to nutritional risk communication efforts.
- Cognitive model of the change process behavior of consumer faced with nutritional risk.

**Conclusion**
- A transdisciplinary approach based on marketing, risk socio-ethnography and socio-cognitive psychology to better understand consumption patterns and the psychological and sociological determinants of food behavior.
- An inter-disciplinary approach opposing the different points of view of the food channel and institutional environment actors: « collective » and « democratic ».
- A methodological perspective by food practices, which compares people attitudes to their real behavior.