



INSTITUT  
PAUL  
BOCUSE

École de Management  
Hôtellerie  
Restauration  
& Arts Culinaires

CENTRE  
DE  
RECHERCHE

**February 16<sup>th</sup> – 17<sup>th</sup>, 2012**  
Ecully, Lyon

## European PhD Workshop

*Call for papers*

## Intercultural comparisons of eating habits and food preferences

A two-day workshop on methodological issues

CENTRE DE RECHERCHE DE L'INSTITUT PAUL BOCUSE

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Located in Ecully, next to Lyon, the Institut Paul Bocuse offers both undergraduate and graduate programs aimed at training future professionals in the fields of culinary arts, hospitality and foodservice management (<http://www.institutpaulbocuse.com/us/>).

The Research Center opened its doors in 2008, with the purpose of exploring the many scientific challenges pertaining to the areas of expertise of the Institut. At the interface between university and industry, the research projects are conducted from a pluridisciplinary perspective, focusing on the study of choices, usages and perceptions in order to investigate the link between man and food in the contexts of culinary arts, hospitality and foodservice.

With the PhD Workshop, the research center intends to create a unique opportunity for scientific exchanges for PhD students of both the Institut Paul Bocuse and other universities, without any distinction of discipline. The workshop will combine interventions from experienced researchers (plenary lectures), practical application of research methodologies (tutorials), presentations and discussion of PhD works (PhD sessions) and scientific exchanges. [see preliminary program below]. The official language of the workshop is English.

For its second edition, this event will focus on the following topic:

## **Intercultural comparisons of eating habits & food preferences**

In the past decades, globalization issues have gained growing importance in research in the fields of economic, human or social sciences. In food studies in particular, comparative topics have emerged, mostly in relation to facilitated access to ingredients, processed products and food services of broader origins, and to increased migrations or, more broadly, to the more frequent experience of otherness -whether through business, leisure travel or in everyday life.

For the researcher in the food and eating field, these works raise several questions, in particular regarding the possibility to compare groups of individuals. The meaning given to the notion of culture, and the possibility of comparing groups of individuals who are by essence different, open large debates in food studies. Attempting to answer these questions requires designing research protocols and data analysis processes that rely on complex decisions which will be discussed during this workshop: *How to define the study perimeter? How to define the studied groups while at the same time preserving their singularity and identifying the common elements of comparison? What does determine the validity of comparison studies? More generally, how to select the right methodology in relation to expected results? Which are the available and relevant method and how should they be selected?*

The aim of this two-day workshop is to present, discuss and exchange about the scientific approaches developed in several disciplinary fields to address these questions of intercultural comparison. The objective is to progress together on the methodological and conceptual stakes - in particular– but not restricted to- intercultural comparison in the field of food studies.

# Program

## Thursday, February 16<sup>th</sup> 2012

10:00 *Welcome and coffee*

10:20 am Introduction

10:30 am **Plenary lecture 1:** International comparison in social sciences studies of food attitudes and eating behaviors: approaches, issues, assets and limits.

**Giada Danesi**

*EHESS – GL Events- Institut Paul Bocuse*

11:30 am – **PhD Session #1**

1pm Presentation and discussion of PhD works

1pm *Lunch (F&B restaurant, Institut Paul Bocuse)*

2 pm- 3pm **Presentation of tutorials on comparison methodologies**

Group I. - Video and observational approaches

Group II. – Social interactions and verbal approaches

3 pm – 4:30pm **PhD session #2**

Presentation and discussion of PhD works

4:30 pm *Break*

5 pm-6pm **Plenary lecture 2 :** Clinical and epidemiological studies– Inclusion criteria, Principal variable and Design of experiments

**Hubert ROTH**

*CHU Grenoble - Research Center in Human Nutrition Rhone Alpes*

6 pm – 7pm Optional visit of the Institut Paul Bocuse

8 pm Dinner at the experimental restaurant of the Research Center.

Recording of data for working groups

## Friday February 17<sup>th</sup> 2012

8:30 am *Welcome and coffee*

9 am-10 am **Plenary lecture 3:** Anthropological approaches and ethnographic techniques applied to food studies

**Olivier WATHELET**

*Seb*

10am-11am **Plenary lecture 4:** Statistical approach of consumer preferences in an international context of food product development

**Hal MAC FIE**

*Hal Mac Fie Services*

11:00am- *Break*

11:30am

11:30 am - **PhD session #3**

1pm Presentation and discussion of PhD works

1 pm *Lunch (F&B restaurant, Institut Paul Bocuse)*

2 pm **Tutorials on comparison methodologies**

Working Groups I & II.

Analysis of the recorded experience.

3:00 pm **Plenary session:**

Feedback from each working Group

Discussion

4:30 pm **Conclusions and summary of methods**

5:00 pm **End of the workshop**

## Contributions

Doctorate candidates (or junior researchers) who wish to take part to the workshop should send a one-page proposal for a communication, along with a CV and an abstract of their ongoing research.

Selected participants will present their work orally during the workshop and commit to delivering a completed version of their paper (4000 to 7000 words). All participants will receive an electronic copy of the papers that will be discussed within each session. The aim of each talk, with a PowerPoint support, will be to introduce the paper but also to position it among other scientific possible approaches. Talks, given in English, will summarize the main steps of the research by putting emphasis on the empirical and methodological dimensions of the study. Each participant will have 20 minutes of oral presentation, followed by 10 of discussion.

Contributions will be considered for publication in the on-line journal of the Institut Paul Bocuse Research Center. Two external reviewers from the relevant discipline of each paper will address their comments on the manuscript.

Also, the editorial committee of Journal of Culinary Science & Technology will select the best paper of the workshop. The selected best paper will then be included in an upcoming issue of JCS&T.

## Organization

**Workshop Participants** – presenting a paper: Phd students, junior researchers

**Program Attendees** – not presenting a paper: Researchers, Supervisors

**Date:** from the 16<sup>th</sup> of February to the 17<sup>th</sup> of February 2012

**Official language:** English

**Place:** Institut Paul Bocuse Research Center 69130 Ecully (near to Lyon), France

**Fee** [covering registration, coffee breaks, lunches & dinner]:

100 € [Workshop Participants]

150 € [Program Attendees]

**Deadline for proposals:** November 25<sup>th</sup>, 2011

**Notification of selection:** December 15<sup>th</sup>, 2011

**Delivery of papers:** January 15<sup>th</sup>, 2012

**Contact, sending proposals and queries:** [recherche@institutpaulbocuse.com](mailto:recherche@institutpaulbocuse.com)

**Accommodation** [each participant manages his/her accommodation] List of possible hotels:

– Campanile Ecully <http://www.campanile.fr/ecully>

– Ibis Lyon Perrache <http://www.ibishotel.com/fr/hotel-2751-ibis-lyon-centre-perrache/index.shtml>

– Mercure Beaux Arts <http://www.accorhotels.com/fr/hotel-2949-mercure-lyon-beaux-arts/index.shtml>

– Hôtel Le Royal, [www.mgallery.com/Lyon](http://www.mgallery.com/Lyon) (*Hotel school of the Institut Paul Bocuse - ask us for partnership fare*)