

Living Labs and Participatory Methods in Food-Related Consumer Behavior Research

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Introduction

In food-related consumer research (frcr), participation is a trend (Onwezen, Bouwman, & van Trijp, 2021, data 2019) – and related to participation are living labs (see Fig. 1).

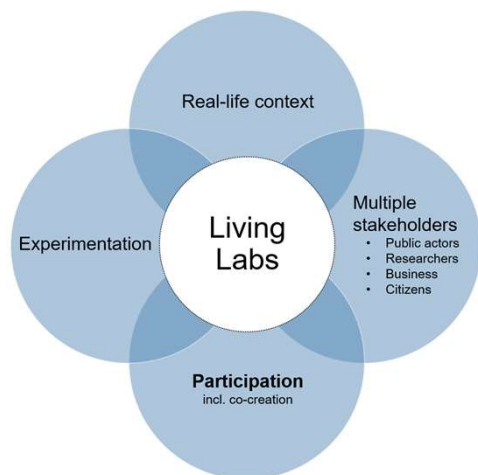


Figure 1. Core elements of living labs (derived from Hossain, Leminen, & Westerlund, 2019)

Questions

- How has the participation trend in frcr developed since 2019?
- To what extent and related to which methods are living labs represented in the frcr literature?

Participation trend in food-related consumer research

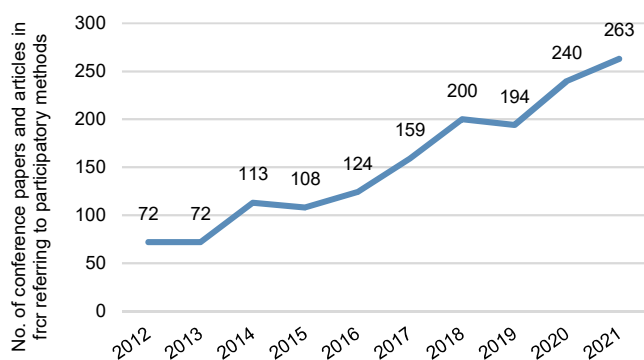


Figure 2. Result of the literature search on Scopus on 14 Mar 2022, using search string 1 (see Table 1)

Significance of participation in frcr:

2019: ~0.1 % (Onwezen et al. 2021); 2022: ~0.15 % (calculated as shown in Fig. 3)

$$\text{significance of participation in frcr} = \frac{\text{conference papers and articles in frcr referring to participatory methods (search string 1)}}{\text{total conference papers and articles in frcr (search string 2)}}$$

Figure 3. Calculation of the significance of participation in food-related consumer research using search strings 1 and 2 (see Table 1)

1 Conference papers and articles in frcr referring to participatory methods	(LANGUAGE (english) AND DOCTYPE (ar OR ip OR bz OR cp) AND (TITLE-ABS-KEY ("social innovation" OR "participatory research" OR "participation research" OR "participation study" OR "participation science" OR "participation method" OR "co-creation" OR cocreation OR "co-producers" OR coproducers OR "co-creators" OR cocreators OR "co-implementer" OR "co-designer" OR codesigner OR "citizen science" OR "community science" OR "crowd science" OR "crowdsourcing" OR "curriculum-based projects" OR "voluntary biological monitoring" OR "action-based research" OR "reversed design" OR "community-based participatory research" OR "community-based monitoring" OR "community-based management" OR "community-based participatory approach" OR "community-based participatory intervention" OR "civic engagement" OR "participatory photovoice" OR "youthparticipatory action research")) AND (TITLE-ABS-KEY (food OR dish OR "food consumption" OR "healthy diet" OR "sustainable diet" OR "healthy consumption" OR "sustainable consumption" OR "healthy nutrition" OR "sustainable nutrition")))
2 Total conference papers and articles in frcr	(LANGUAGE (english) AND DOCTYPE (ar OR ip OR bz OR cp) AND (TITLE-ABS-KEY (food OR dish OR "food consumption" OR "healthy diet" OR "sustainable diet" OR "healthy consumption" OR "sustainable consumption" OR "healthy nutrition" OR "sustainable nutrition")))

Table 1. Search strings developed by Onwezen et al. (2021)

Living labs and related methods in frcr

A literature search on Scopus on 14 Mar 2022 using search string 3 (see Table 2) yielded 43 hits (this is 0.004 % of the total frcr literature).

3 Conference papers and articles in frcr referring to living labs	(LANGUAGE (english) AND DOCTYPE (ar OR ip OR bz OR cp) AND (TITLE-ABS-KEY ("living lab") AND (TITLE-ABS-KEY (food OR dish OR "food consumption" OR "healthy diet" OR "sustainable diet" OR "healthy consumption" OR "sustainable consumption" OR "healthy nutrition" OR "sustainable nutrition")))
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Table 2. Search string 3: Methods-related query of search string 1 (see Table 1) replaced by the term "living lab"

Approaches/methods mentioned or applied:

- Many of the articles relate to a mixed-methods approach (qualitative and quantitative methods)
- Overall, qualitative approaches and methods such as workshops, focus groups, individual interviews, observations, role-playing games or co-constructing stories predominate
- However, quantitative methods were also applied, e.g.,
 - Interventions were conducted and sales data analyzed (Larner et al., 2021)
 - A choice task was carried out in an experimental restaurant, followed by a survey (Saulais et al., 2019)
 - Living labs are also used to initiate self-monitoring of dietary behaviors (Donadello & Dragoni, 2019; Tabata et al., 2022)

The degree of participation in the found literature was not identified.

Conclusions

- The participation trend has continued in food-related consumer research (frcr)
- Despite this, participation research literature's share of the total frcr literature remains low (~0.15 %)
- There are very few living lab studies in frcr
- Many of the living lab articles relate to a mixed-methods approach

Main reference

Onwezen, M. C., Bouwman, E. P., & van Trijp, H. C. M. (2021). Participatory methods in food behaviour research: A framework showing advantages and disadvantages of various methods. *Foods*, 10(2). <https://doi.org/10.3390/foods10020470>

