

In-context studies

Pros and cons of Living Labs & Real Life approaches

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1. The context question

2. Real Life approaches
3. Living Lab approaches
4. Conclusion

- How crunchy does she perceive the dessert is ? how natural the raspberry flavour ?...
- How much does she like the dessert?
- How much is she going to eat of it ?



The supremacy of context

Two main issues for doing in-context studies

1. The product issue

- Expectations linked to a test or to a real meal event
- Dynamics of perception, from the first bite / sip to the last one
- Functional benefits hunger / thirst...

2. The context issue

General context	Geography
	History
	Economy

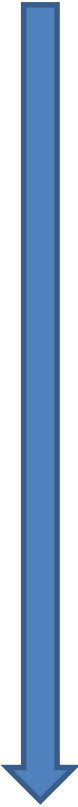
Physical context	Space
	Time
	Atmospherics
	Meal structure
	Delivery

Social context	Interaction at service
	Interaction at table
	Information

Individual context	Culture
	Knowledge
	Personality
	Motivation
	Homeostasis

→ How to include contextual factors in consumers' studies ?

Ethnography

- 
1. Home Use tests
 2. Field Experiments (Real-life approach)
 3. Living Lab experiments



Central Location Tests

→ H.Meiselman (2018) *Context: The Effects of Environment on Product Design and Evaluation* to be published Woodhead (Elsevier).

1. The context question

2.

Field experiments (Real Life Tests)

3. Living Lab approaches

4. Conclusion

Field experiments

Definition

An experiment carried out in a 'natural' setting; that is, unlike in the case of laboratory experiments, the setting is not created by the researcher.

Dictionary of Sociology (Oxford Univ. Press)

= **Make a real-life situation be a laboratory**

- To test products under the natural conditions and keep the variability as part of the 'noise', the natural variance of responses.
- Bring the researcher and tools to consumers

Examples of settings in food studies



School restaurant

Morizet D. *et al.* (2012) *Effect of labeling on new vegetable dish acceptance in preadolescent children*, *Appetite*, 59(2), 399-402.





Nursing home

Pouyet V. *et al.* (2015) *Influence of flavour enhancement on food liking and consumption in elderly subjects with poor, moderate or high cognitive status.* Food Quality and Preference. 44, 119-129.





Navarro D.A. *et al.* (2015) *Improved meal presentation increases food intake and decrease readmission rate in hospitalized patients.* Clinical nutrition, 1-6.

Control



Experimental



Why choosing or not choosing a field experiment approach ?

	Pros	Cons
Product (Food and Beverage)	.Realism	.Reproducibility .Complex offer
Place (Physical environment)	.Habits .Diversity	.Variability
People (Consumers & staff)	.Target .Number	.Selection
Data (Video, Questionnaire, Quantity, Biological)	.In-context questionnaire	.Limited data collection .Staff

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What is a living lab?

A user-centered, open innovation ecosystem. 5 key elements :

1. **Active user involvement** (in the innovation process)
2. **Real-life setting** (i.e. testing new artefacts "in the wild")
3. **Multi-stakeholder participation** (e.g. service providers, institutional actors, professional or residential end users)
4. **A multi-method approach** (e.g. ethnography, psychology, sociology, strategic management, engineering)
5. **Co-creation** (i.e. iterations of design cycles).

<http://www.openlivinglabs.eu/>

= Make the laboratory be a real-life situation

- To control conditions selected out of all possible ones
- Bring the consumer into a place a natural setting dedicated to studies and equipped with high tech tools

Examples of LL

→ CITIES

European
Network of
Living Labs



▶ HOME ▶ LIVING LAB ▶ FIELDLAB - NIEUW-WEST

NIEUW-WEST FIELD LAB

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LIVING LAB

- ▶ Fieldlab - Oost
- ▶ Fieldlab- Zuidoost
- ▼ Fieldlab - Nieuw-West

The Nieuw-West city district faces two major challenges: poverty and a lack of social cohesion among residents. The Field Lab is working on finding solutions to these issues in various research projects with the city district and partners.



<http://www.amsterdamuas.com>

CONTACT

Would you like more information on the opportunities for co-operation with the Urban Management Field Labs?

Examples of LL

→ HEALTH



Innovate
Dementia



HOME	ABOUT DEMENTIA	PARTNERS	AGENDA
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INNOVATE DEMENTIA

Innovate Dementia

Ageing is a large socio-economic threat in North West Europe and a top priority issue at European level. The number of persons living with dementia are increasing and are causing increased demand for health care while the number of professional health care providers is not able to keep pace.

The Innovate Dementia project aims to promote innovative care for persons with dementia. The project at boosting innovation and employment by strengthening cooperation at international level. The innovative, sustainable solutions developed and tested in the Living Labs take account of those socio-economic challenges concerned with ageing and dementia.

→ PREPARING FOOD



Domestic cooking

Urdapilleta, I. *et al.* (2016) *Culinary choices: A sociopsychological perspective based on the concept of Distance to the Object*. *Food Quality and Preference*, 48, 50–58.



Professional cooking



→ CONSUMING FOOD



Cafeteria

Saulais L. et al. (2016) *Nudging vegetable consumption: an investigation of defaults as a choice architecture tool for foodservice*, *Appetite* 107:691.



→ CONSUMING FOOD



Dining

Porcherot C. *et al.* (2015) Measurement of self-reported affective feelings when an aperitif is consumed in an ecological setting. *Food Quality and Preference*. 39, 277–284.



1. Video recording of choices



2. Questionnaire



- . Mindset before the meal
- . Hedonic evaluation after each course
- . Characterization of participants

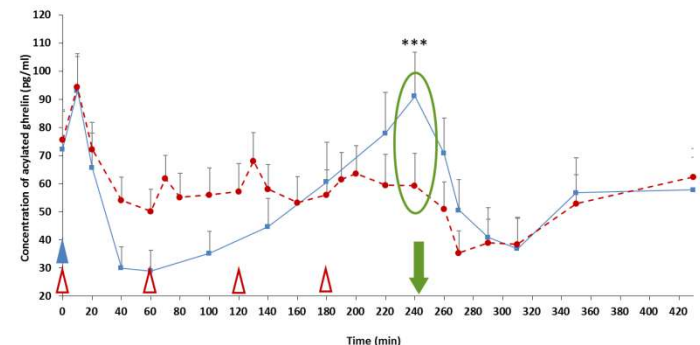
4. Blood sampling

Before the meal, After the meal

3. Weighing of waste

at the end of the meal

Calculation of consumed quantities



Why choosing or not choosing a Living Lab approach?

	Pros	Cons
Product (Food and Beverage)	.Complete control .Realism	.Potential difference
Place (Physical environment)	.Complete control .Realism	.Potential difference
People (Consumers & staff)	.Potential selection	.Target .Number
Data (Video, Questionnaire, Quantity, Biological)	.In-context questionnaire .Balanced design .Subjective + Behavioral + Biological	. Initial cost

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Designing In-Context studies

Criteria to consider to select the test environment and think of building / renting a Living Lab:

1. According to the objectives,

- Review which contextual factors are important to have under control and those being part of the error
- Consumers ? Food and beverage ? Physical environment ?...

2. According to the data to be collected

- Identify the means to be allocated (material and team) and determine the feasibility of a field experiment or a Living Lab
- Questionnaire ? Video ? Photos ? Biological sampling ?

And conduct more research for a better understanding and modelling of the influence of contextual factors on perception and behavior

✿ Food Culture

Culinary practices worldwide and evolution



✿ Food Behavior

Food choice in restaurant and consumed quantities



✿ Food Cognition

Food Categorization, Multi-sensory perception, Preference



✿ Nutrition and Health

Hunger, Satiety, Meal dynamics





**Laure
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**Maxime
Michaud**



**Jérémie
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**Anestis
Dougkas**



**Estelle
Petit**



**Florent
Boivin**



**Xavier
Gonet**

**Thank you for listening
and welcome to Lyon !**

**SCIENTIFIC CONFERENCE ON EATING & DRINKING
BFDG MEETING**



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12 & 13 APRIL 2018 CONFERENCE

11 APRIL 2018 AFTERNOON RECEPTION

VISIT AND ACTIVITIES PRESENTATION OF
RESEARCH CENTER OF INSTITUT PAUL BOCUSE

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