



## Social Networks, Social Media and the Economics of Food

MAY 28-30, 2014 MONTREAL, CANADA

*Joint Symposium by the Agricultural and Applied Economics Association (AAEA), the European Association of Agricultural Economists (EAAE), and the Canadian Agricultural Economics Society (CAES)*



#EconFood14



Canadian Agricultural Economics Society  
Société canadienne d'agroéconomie

## PRESIDENTS' WELCOME MESSAGES



On behalf of the Agricultural and Applied Economics Association, it is my pleasure to welcome you to Montreal for the 2014 AAEA/EAAE/CAES Joint Symposium on Social Networks, Social Media, and the Economics of Food. This symposium brings together a stimulating set of invited speakers, along with a broad range of contributed work from international scholars, focused on how peer group influence through social networks and social

media influence consumers' food choices and the production and delivery of food products through the supply chain.

This Joint Symposium is the third in a series organized by members of the European and American agricultural and applied economics associations. We are pleased to also be joined by the Canadian Agricultural Economics Society in organizing this event. Earlier sessions were held in Munich in 2010 and Boston in 2012. The AAEA appreciates the leadership of members of the three societies and of the AAEA Food Safety and Nutrition Section in developing this Symposium. I particularly want to recognize and thank Symposium Chair Ellen Goddard and Organizing Committee Members Timothy Richards, Sean Cash, and John Henning for their work. They and the International Program Committee have brought together an excellent program. Finally, we are grateful for the support of our sponsors, the University of Alberta and Agriculture and AgriFood Canada. This support has been instrumental in making this Symposium possible.

This Symposium on Social Networks, Social Media and the Economics of Food highlights the contributions of agricultural and applied economists, in collaboration with other researchers and practitioners, to the understanding of demand for food and food quality attributes in today's economy. I hope you enjoy your time in Montreal and know you will have a stimulating and productive meeting.

Sincerely,  
Julie Caswell  
*AAEA President*



The European Association of Agricultural Economists (EAAE) is delighted to be one of the joint sponsors of this symposium on the economics of food and how food production and consumption choices are influenced by social media and social networks. Having previously been involved in two successful symposia with the American Association, it is a particular pleasure to welcome the involvement of the Canadian Association

in the organization of this seminar. I would like to thank Ellen Goddard, as chair of the organizing committee, and her team for bringing the symposium together. I hope it will prove a successful formula for future similar events.

## PRESIDENTS' WELCOME MESSAGES

The theme of the seminar is very topical. Social network analysis, and social learning more generally, can help us better understand the dynamics underlying many of the most pressing issues in the food industry today, and how to craft more effective and efficient policy responses. New methods of communication change the behaviour of individuals and firms. Participants in the seminar will have a first-rate opportunity to learn about the latest research and insights into social networking and how it might be used to influence behavior and food choice.

On the European side, much of the credit for the initiative for the two previous trans-Atlantic seminars (the first in Munich in 2010 and the second in Boston in 2012) goes to my predecessors in the role of EAAE President, Eirik Romstad and Monika Hartmann, and to the then President of the American Association, Tom Hertel. I would like to thank them for their foresight and the work they put into initiating this series. I wish everyone a very enjoyable and productive seminar.

Alan Matthews  
EAAE President



The Canadian Agricultural Economics Society (CAES) is delighted to be partnering with the AAEA and the EAAE to host a joint Symposium on Social Networks, Social Media and the Economics of Food. Consumer food preferences are evolving in many ways, triggering many changes in food marketing channels. Greater coordination is needed among agricultural producers, food processors and retailers to meet more sophisticated tastes.

Social media is a key driver of emerging food trends, exercising powerful influence on business strategy. I have no doubt that wonderful insights will emerge from the research presented at the conference.

I thank the organizing committee for putting together a stimulating program and exercising leadership to bring together researchers from all three agricultural economics associations. In a world in which knowledge increasingly becomes a strategic asset, it is important that we collaborate to enhance the relevance of our profession and expand the networking opportunities for our members. A symposium like this one achieves both objectives.

I wish I could be in Montreal with you. I plan to consult in the future a lot of the research that will be presented at the conference. I trust that the Montreal symposium will bring you a great deal of personal and professional satisfaction.

Sincerely,  
Jean-Philippe Gervais  
CAES President

## COMMITTEES

### Organizing Committee

Chair: Ellen Goddard, University of Alberta  
Timothy Richards, Arizona State University  
Sean Cash, Tufts University  
John Henning, McGill University

### Program Committee

Co-Chair: Carola Grebitus, Arizona State University  
Co-Chair: Christiane Schroeter, California Polytechnic State University  
Monika Hartmann, University of Bonn  
Helen Jensen, Iowa State University  
Stephan Marette, INRA  
Jayson Lusk, Oklahoma State University  
Larissa Drescher, Technische Universität München  
Jutta Roosen, Technische Universität München  
Wim Verbeke, Ghent University  
Jill Hobbs, University of Saskatchewan  
John Cranfield, University of Guelph

## SPONSORSHIP

Thank you to the following sponsors for their generous support:

**The Co-operative Program in Agricultural Marketing and Business,  
University of Alberta**

**The Consumer and Market Demand Agricultural Policy Research  
Network, Agriculture and Agri-Food Canada**

### UPCOMING AAEA EVENTS

- 2014 AAEA Annual Meeting, July 27-29 — Minneapolis, MN
- Crop Insurance and the 2014 Farm Bill: Implementing Change in U.S. Agriculture Policy, October 8-9, 2014 — Louisville, KY

Visit [www.aaea.org/meetings](http://www.aaea.org/meetings) for more information

## INVITED SPEAKER PROFILES



### Jordan LeBel

Jordan LeBel is an Associate Professor in the department of marketing at the John Molson School of Business (Concordia University) in Montreal where he teaches Food Marketing and Experience Design and Marketing. He is the director of the Luc Beaugregard Center of Excellence in Communications Research. He draws from his past in the foodservice industry as a chef and

restaurant inspector for inspiration for his research, which focuses on the role and definition of pleasure in consumers' food choices. His work on comfort foods and chocolate has received widespread media coverage. His knowledge of chocolate has given him access to cocoa plantations and chocolate factories around the world. He has also consulted for multinationals and smaller organizations in the confectionary and foodservice sector. Professor LeBel is a founding member of Concordia's Food Culture Research Group and he is a member of the Concordia Centre for Sensory Studies. He writes the branded column "Parlons plaisirs" for Le Must, an independent French consumer-focused food and lifestyle magazine in Quebec. He is the co-spokesperson and head of the jury for the newly created DUX award program recognizing the food industry's efforts to move towards a healthier food supply. He has consulted on the development of national and local communication campaigns for food manufacturers both in Canada and in the United States. He previously taught restaurant management at the School of Hotel Administration at Cornell University. He has won numerous teaching awards, including the prestigious 3M National Teaching Fellowship. He co-developed and teaches the award-winning online course "Marketing Yourself." He was a participant in the 2012 Governor General Canadian Leadership Conference. He currently serves as Vice-President of the Board of Directors of Youth Employment Services, a Montreal-based non-profit organization that each year helps over 4,500 young people find employment and launch their career.

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### Sanjeev Goyal

Sanjeev Goyal is Professor of Economics at the University of Cambridge and Fellow of Christ's College, Cambridge. He is also the Director of the Cambridge-INET Institute.

Prof. Goyal is a pioneer and leading international scholar in the study of social and economic networks, with a number of publications in leading international journals. In 2007, Princeton University Press published his book, *Connections: An Introduction to the Economics of Networks*. A Chinese translation was published by Beijing University Press in 2010.



## INVITED SPEAKER PROFILES



### Adrian Moss

Adrian is Managing Director of Focus Business Communications (FBC), a digital communications agency located in Southampton, UK and specializing in audio/video content. Since 2005 FBC has also been helping clients use social media to engage in 'conversational' marketing and community development focusing on building internal and external audiences for their

audio and video content. Between 2010 and 2013 Adrian researched the role of social media for risk and benefits communications with consumers in the European food industry as part of FoodRisC ([www.foodrisc.org](http://www.foodrisc.org)) - European Commissions funded research project \*. Adrian has a degree in Psychology and started his career as an accountant with Chrysler and 3M before moving into the IT industry in 1981 initially in product development and QA/QC and then International marketing. Adrian was a founder member of Lotus Europe (maker of Lotus 1-2-3 and Notes and now part of IBM) and Tektronix Printers Europe (a Fortune 500 company and now part of Xerox) where he latterly served on their European Board as Director of Corporate Communications, Internet Services and Investor Relations for 3 years.

\*FoodRisC was supported by the European Commission under the Food, agriculture and fisheries, and biotechnology (KBBE) Theme of the 7th Framework Programme for Research and Technological Development.

Adrian can be found on Twitter and LinkedIn at

- <https://twitter.com/Focusbiz>
- <http://uk.linkedin.com/in/adrianmoss>



### Dan Hruschka

Daniel Hruschka is trained as an anthropologist and epidemiologist, and is an Associate Professor of Anthropology and Global Health at Arizona State University. He studies how cultural, social and economic factors shape human health and biology, including recent global increases in body weight and fat-linked diseases. Hruschka has received funding from the National

Institutes of Health and the Templeton Foundation and is the recipient of a National Science Foundation Faculty Early Career Development Award. Hruschka's work on body weight has been published in the American Journal of Public Health, Economics and Human Biology, the American Journal of Physical Anthropology, and the American Journal of Human Biology.

## PROGRAM SCHEDULE

### Wednesday, May 28

- 6:00 pm – 8:00 pm      Registration Open  
HYATT REGENCY, LEVEL 5, OVATION FOYER
- 7:00 pm – 8:00 pm      Opening Reception  
HYATT REGENCY, LEVEL 5, OVATION FOYER
- 8:00 pm – 8:45 pm      Invited Speaker  
HYATT REGENCY, LEVEL 5, OVATION  
**Fun, Fame and Tweets: How Social Media is Shaping Food Preferences and Eating Behavior**  
*Jordan LeBel, Concordia University*

### Thursday, May 29

- 7:30 am – 5:00 pm      Registration Open  
HYATT REGENCY, LEVEL 5, OVATION FOYER
- 8:00 am – 8:30 am      Continental Breakfast  
HYATT REGENCY, LEVEL 5, OVATION FOYER
- 8:30 am – 8:40 am      Welcome Remarks  
HYATT REGENCY, LEVEL 5, OVATION
- 8:40 am – 9:15 am      Invited Speaker  
HYATT REGENCY, LEVEL 5, OVATION  
**Trading in Networks: Theory and Experiments**  
*Sanjeev Goyal, University of Cambridge*
- 9:30 am – 10:45 am      Concurrent Sessions  
**Food Safety and Risk**  
HYATT REGENCY, LEVEL 5, OVATION  
*Moderator: Wim Verbeke, University of Ghent*  
*Cognitive Dissonance, Confirmatory Bias and Inadequate Information Processing: Why Consumers Are Less Responsive to Food-Safety Risk*  
*Jessica Cao, University of Guelph*  
*Understanding Women's and Men's Meanings Associated with Food Hazards – A Means-End Chain Approach*  
*Andrea Bieberstein, Technical University of Munich;*  
*Jutta Roosen, Technical University of Munich*  
*Consumers' Online Deliberation about Food-Related Risks and Benefits: The Case of Red Meat*  
*Wim Verbeke, University of Ghent; Pieter Rutsaert, University of Ghent; Julie Barnett, University of Bath; Rui Gaspar, Instituto Universitario de Lisboa; Afrodita Marcu, Zuzanna Pieniak, Beate Seibt, Dave Fletcher, White October; Luisa Lima, Instituto Universitario de Lisboa*

## PROGRAM SCHEDULE

### Thursday, May 29

9:30 am – 10:45 am

Concurrent Sessions

#### **Consumer Adoption and Product Diffusion**

HYATT REGENCY, LEVEL 6, CREATION

*Moderator: Sean Cash, Tufts University*

*The Economic Value and Reference Potential of Market Mavens*

*Jofi Puspa, Justus Liebig University*

*What Can the Adoption Literature Teach Us about Social Media and Network Effects on Food Choices?*

*David Zilberman, University of California, Berkeley*

*New Product Adoption in a Friendship Network Using Spatial Models*

*Di Fang, Arizona State University; Timothy Richards, Arizona State University*

10:45 am – 11:00 am

Break

HYATT REGENCY, LEVEL 5, OVATION FOYER

11:15 am – 12:30 pm

Concurrent Sessions

#### **Food Choices across the Life Cycle**

HYATT REGENCY, LEVEL 5, OVATION

*Moderator: Jutta Roosen, Technical University of Munich*

*A Novel Study to Understand Psychosocial Factors*

*Influencing Healthy Eating Intention During Pregnancy*

*Lenka Malek, University of Adelaide; Wendy Umberger,*

*University of Adelaide; Shao Zhou, University of*

*Adelaide; Maria Makrides, University of Adelaide*

*The Impact of Life Transitions on Food Choice of Older Consumers - How the Change in Social Relationships Affects Brand Preferences*

*Martina Reitmeier, Technical University of Munich;*

*Jutta Roosen, Technical University of Munich*

*Home Visits with Mobile Apps Increase Family Members'*

*Support for Maternal and Child Nutrition in India*

*Nisha Mohamed, Tufts University; Neal Lesh, Dimagi,*

*Inc; Fiorenzo Conte, Dimagi, Inc; Leah Findlater,*

*University of Maryland*

#### **Social and Family Influences on Food Choice**

HYATT REGENCY, LEVEL 6, CREATION

*Moderator: Kathleen Liang, University of Vermont*

*The Identification and Valuation of*

*Complementarities and Externalities in the Grocery-shopping Outlet Decision*

*Rebecca Cleary, Analysis Group; Andrea Carlson, USDA-Economic Research Service*



## PROGRAM SCHEDULE

### Thursday, May 29

Influences of Social Networks on Food Choices:  
A Comparison between Regional and National  
Perspectives

*Kathleen Liang, University of Vermont*

12:30 pm – 1:30 pm

Lunch

HYATT REGENCY, LEVEL 6, RESTAURANT SAVEUR

1:30 pm – 2:30 pm

Invited Speaker

HYATT REGENCY, LEVEL 5, OVATION

**Social Media Crisis Management: Practical Lessons  
Learnt from the FoodRisc Research Project  
(European Food Crisis 2008 to 2013)**

*Adrian Moss, Focus Business Communications*

2:45 pm – 4:00 pm

Concurrent Sessions

**Alcohol and Beverage Consumption**

HYATT REGENCY, LEVEL 5, OVATION

*Moderator: Larissa Drescher, Technical University  
of Munich*

*Measures of Online Advertising Effectiveness: The  
Case of Orange Juice*

*Lisa House, University of Florida; Yuan Jiang, University  
of Florida; Matthew Salois, Florida Department of Citrus  
Consumer Attention, Engagement, and Market Shares:  
Evidence from the Carbonated Soft Drinks Market  
Yizao Liu, University of Connecticut; Huaxia Rui,  
University of Rochester*

2:45 pm – 4:00 pm

Concurrent Sessions

**Obesity and Social Networks**

HYATT REGENCY, LEVEL 6, CREATION

*Moderator: Timothy Richards, Arizona State University  
Does Obesity Spread through Social Ties?*

*Christiane Schroeter, California Polytechnic State  
University; Timothy Richards, Arizona State University;  
Stephen Hamilton, California Polytechnic State  
University*

*Nowcasting Obesity in the U.S. using Google Trends*

*Sercan Sarigul, Simon Graduate School of Business;  
Huaxia Rui, Simon Graduate School of Business*

*Effects on Acculturation on Obesity: A Case Study of  
International Students*

*Bhagyashree Katare, University of Minnesota*

4:00 pm – 4:15 pm

Break

HYATT REGENCY, LEVEL 5, OVATION FOYER

## PROGRAM SCHEDULE

### Thursday, May 29

4:30 pm – 5:45 pm

Concurrent Sessions

#### **Children and Children's Choices**

HYATT REGENCY, LEVEL 5, OVATION

*Moderator: Sean Cash, Tufts University*

*Calorie Labeling in School Lunchrooms and Students'*

*Food Choices: The Role of Social Networks*

*Dan Wang, Arizona State University; Christiane*

*Schroeter, California Polytechnic State University;*

*Carola Grebitus, Arizona State University*

*A Discrete Choice Experiment to Understand Factors*

*Influencing Women's Dietary Decisions During*

*Pregnancy*

*Lenka Malek, University of Adelaide; Wendy*

*Umberger, University of Adelaide; Terry Flynn,*

*University of Technology Sydney; Shao Zhou, University*

*of Adelaide; Maria Makrides, University of Adelaide*

#### **Adoption/Production and Social Networks**

HYATT REGENCY, LEVEL 6, CREATION

*Moderator: Jessica Cao, University of Guelph*

*Risk Attitudes, Social Interaction, and the Adoption of*

*Genomic Technology in Dairy Production*

*Getu Hailu, University of Guelph; Xi Yu, University of*

*Guelph; Jessica Cao, University of Guelph*

*Social Determinants of Adoption of Integrated Pest*

*Management (IPM) by Quebec Grain Farmers*

*Ismaëlh Ahmed Cissé, Laval University; Gale West,*

*Laval University*

*Effects of Peers on Agricultural Productivity in Rural*  
*Northern India*

*Tisorn Songsermsawas, University of Illinois at Urbana-*

*Champaign; Katherine Baylis, University of Illinois at*

*Urbana-Champaign; Ashwini Chhatre, University of*

*Illinois at Urbana-Champaign*

5:45 pm – 6:45 pm

Poster Reception

HYATT REGENCY, LEVEL 6, INSPIRATION

1. *Social Media Conversations and Consumer*  
*Demand for Carbonated Soft Drinks*

*Yizao Liu, University of Connecticut; Rigoberto*  
*Lopez, University of Connecticut*

2. *Does Use of Social Media Affect Food Choice in*  
*the Light of Food Safety Issues?*

*Carola Grebitus, Arizona State University; Jutta*  
*Roosen, Technical University of Munich; Carolin*  
*Seitz, Technical University of Munich*

## PROGRAM SCHEDULE

### Thursday, May 29

3. Influence on Consumer Decisions Through Food Labeling: An Assessment of Selected European Animal Welfare Labels for Poultry Meat  
*Heinke Heise, Georg-August-Universität Göttingen; Wiebke Pirsich, Georg-August-Universität Göttingen; Ludwig Theuvsen, Georg-August-Universität Göttingen*
4. Are Italian Farmers Well Prepared to Tackle the Challenge of Social Networks?  
*Nicola Galluzzo, Asgear*
5. Media Effects on Healthy Eating: A Descriptive Look Through NHANES  
*Kristi Scott, University of Georgia; Rachel Powell, University of Georgia*
6. Effect of Social Networks on the Risk Management Strategies of Small Scale Farmers in Kwara State, Nigeria  
*Opeyemi Ayinde, University of Ilorin*
7. Determinants and Gross Margin of Smallholder Banana Production: A Case Study of Thylo District – Malawi  
*Annie Mapulanga, Ministry of Environment and Climate Change Management; David Ng'ong'ola, Bunda College of Agriculture*
8. Social Media – A Challenge for the Agri-Food Industry  
*Maike Kayser, Georg-August-Universität Göttingen; Rhena Kroeger, Georg-August-Universität Göttingen; Ludwig Theuvsen, Georg-August-Universität Göttingen*
9. Consumers' Valuation of Sweetner and Calorie Labeled Soft Drinks: The Role of Taste  
*Karen Lewis, Arizona State University; Carola Grebitus, Arizona State University; Rodolfo Nayga, University of Arkansas*
10. Perception of the Current versus Proposed Nutrition Facts Panel: An Eye Tracking Analysis of Multiple Products  
*Yi Xie, Arizona State University; Carola Grebitus, Arizona State University; George Davis, Virginia Tech*

## PROGRAM SCHEDULE

### Thursday, May 29

11. Determinants of Peanut Paste Eating Frequency in Urban Ghana: Does Household Members' Preference Matter?  
*Ting Meng, University of Georgia; Wojciech Florkowski, University of Georgia; Daniel Sarpong, University of Ghana-Legon; Anna Resurreccion, University of Georgia; Manjeet Chinnan, University of Georgia*

7:00 pm – 9:00 pm

Dinner  
HYATT REGENCY, LEVEL 6, PAVILION

### Friday, May 30

8:00 am – 8:30 am

Continental Breakfast  
HYATT REGENCY, LEVEL 5, OVATION FOYER

8:30 am – 9:15 am

Invited Speaker  
HYATT REGENCY, LEVEL 5, OVATION  
**Marriage, Income and BMI: How Social Sorting Contributes to the Poverty-Obesity Paradox**  
*Dan Hruschka, Arizona State University*

9:30 am – 10:45 am

Concurrent Sessions  
**Adoption/Production and Social Networks**  
HYATT REGENCY, LEVEL 5, OVATION  
Moderator: *Zoe Plakias, University of California, Davis*  
*The Role of Social Network in an Imperfect Market for Agricultural Technology Products: Evidence on Bt Cotton Adoption in Pakistan*  
*Xingliang Ma, International Food Policy Research Institute; David Spielman, International Food Policy Research Institute; Hina Nazli, Pakistan Strategy Support Program of IFPRI*  
*Factors Determining Adoption of BMPs for Iodine and Mastitis: Do Producer Perceptions Play a Role?*  
*Lassina Ouattara, Laval University*  
*The Evolution of the California Blueberry Industry: A Social Network Analysis Approach*  
*Zoe Plakias, University of California, Davis*  
**Trust and Consumer Perceptions**  
HYATT REGENCY, LEVEL 6, CREATION  
Moderator: *Rim, Lassoued, University of Saskatchewan*  
*The Determinants of Public Confidence in Food Attributes: Trust in the Food System and Brand Trust*  
*Rim Lassoued, University of Saskatchewan; Jill Hobbs, University of Saskatchewan*

## PROGRAM SCHEDULE

### Friday, May 30

Food Related Communication on Selected Sustainability Blogs — A Content Analysis  
*Jeanette Klink, University of Bonn; Florian Sommer, University of Bonn; Monika Hartmann, University of Bonn*

Does Internet Use Affect Public Perceptions Of Technologies in Livestock Production?  
*Anahita Hosseini Matin, University of Alberta; Ellen Goddard, University of Alberta*

10:45 am – 11:00 am

Break

11:15 am – 12: 30 pm

Concurrent Sessions

#### **Network, Geographic and Peer Influences on Food Choice**

HYATT REGENCY, LEVEL 5, OVATION

*Moderator: Xingliang Ma, International Food Policy Research Institute*

Food Choices under Stress: Considering Internet Usage and Social Support

*Larissa Drescher, Technical University Munich;*

*Johanna Hasselbach, Technical University Munich*

Anonymous Social Networks versus Peer Networks in Restaurant Choice

*Timothy Richards, Arizona State University; Ashutosh Tiwari, Arizona State University*

#### **Social Media and Food Communication**

HYATT REGENCY, LEVEL 6, CREATION

*Moderator: Sean Cash, Tufts University*

Evaluating the Behaviour Change of Operation Transformation's Social Media

*Niamh Gately, Safefood*

Influences on Consumer Attitudes Towards CSR in Agribusiness

*Henrike Mueller, Georg-August University Goettingen;*

*Ludwig Theuvsen, Georg-August University Goettingen*

12:30 pm – 1:30 pm

Lunch and Wrap Up

HYATT REGENCY, LEVEL 6, RESTAURANT SAVEUR

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## NOTES

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# HOTEL FLOORPLANS

