AAEA/EAAE/CAES Joint Symposium
Social Networks, Social Media and the Economics of Food
May 29-30, 2014
Hyatt Regency, Montreal, Quebec, Canada

Agenda

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**Concurrent Session – Thursday, May 29 - 9:30 am – 10:45 am**

**Food Safety and Risk**
- 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

Consumer Adoption and Product Diffusion
- 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

Concurrent Session – Thursday, May 29 - 11:15 am – 12:30 pm

Food Choices across the Life Cycle
- 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
- The Identification and Valuation of Complementarities and Externalities in the Grocery-shopping Outlet Decision
  Rebecca Cleary, Analysis Group; Andrea Carlson, USDA-Economic Research Service
- 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
- Influences of Social Networks on Food Choices: A Comparison between Regional and National Perspectives
  Kathleen Liang, University of Vermont

Concurrent Session – Thursday, May 29 - 2:45 pm – 4:00 pm

Alcohol and Beverage Consumption
- Peer Effects on Alcohol Drinking Among Adolescents in U.S.
  Xuedong Wu, University of Georgia; Ting Meng, University of Georgia
• 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

• Social Media and Consumer Engagement in the Carbonated Soft Drinks Market
  Yizao Liu, University of Connecticut

**Obesity and Social Networks**

• 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

**Concurrent Session – Thursday, May 29 - 4:30 pm – 5:45 pm**

**Children and Children’s Choices**

• 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

• School Milk Consumption and the Public Discussion on Sugar-Sweetened Milk Drinks
  Daniela Weible, Johann Heinrich von Thünen-Institut

• Food Retail Environment and Body Mass Index among Children in Indonesia – Is there a Link?
  Xiaobo He, University of Adelaide; Wendy Umberger, University of Adelaide; Nicholas Minot, International Food Policy Research Institute

**Adoption/Production and Social Networks**

• 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
  Ismaël 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

**Poster Reception – Thursday, May 29 – 5:45 pm – 6:45 pm**

• Social Media Conversations and Consumer Demand for Carbonated Soft Drinks
  Yizao Liu, University of Connecticut

• 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
• Does Conversion to Organic Farming (OF) Increase Farmers’ Profits, Net Value Added and Employment?
  Ghislain Geniaux, INRA Ecodevelopement UR 767; Naoufel Mzoughi, INRA Ecodevelopement UR 767; Napoleone Claude, INRA
• 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
• Value Creation across the Food and Agriculture Value Chain
  Maria Cucagna, University of Illinois at Urbana-Champaign; Peter Goldsmith, University of Illinois at Urbana-Champaign
• The Wage Premium in Developing Countries-Cross Country Comparisons Between South Korea and Taiwan
  Meng-Fen Yen, The Ohio State University; Mario Miranda, The Ohio State University
• Citizens’ Concerns - Main Topics Regarding Structural Changes in German Agriculture
  Petra Salamon, vTI; Doreen Bürgelt, TI; Inken Christoph, University of Kiel; Daniela Weible, Johann Heinrich von Thünen-Institut; Katrin Zander, TI
• Technical Efficiency of Smallholder Horticultural Farmers in Ghana
  Freda Asem, ISSER, University of Ghana
• Marketing Channels and Efficiency in Fruits and Vegetables Markets: A Case Study of Tamilnadu State (INDIA)
  Srinivasulu Rajendran, AVRDC-The World Vegetable Center
• 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
• Are Italian Farmers Well Prepared to Tackle the Challenge of Social Networks?
  Nicola Galluzzo, Asgear
• Media Effects on Healthy Eating: A Descriptive Look Through NHANES
  Kristi Scott, University of Georgia; Rachel Powell, University of Georgia
• Social Capital and Rural Household Participation in Micro-credit Groups: Evidence from Microfinance Group Lending in Kenya
  Daniel Kangogo, International Development Research Centre; JoB Lagat, Egerton University; Gicuru Ithinji, Dedan Kimathi University of Science and Technology
• Demand Factor and Pricing Analysis of Online Group Buying Suppliers
  Meng Jiang, Harbin Institute of Technology Shenzhen Graduate School; Jiaoju Ge, Harbin Institute of Technology Shenzhen Graduate School; Zhifeng Gao, University of Florida
• Transformation of the Structure and Habits of Nutrition among the Rural Population of Russian Federation
  Marina Morekhanova, Institute of Agrarian Problems of the Russian Academy of Sciences
• Effect of Social Networks on the Risk Management Strategies of Small Scale Farmers in Kwara State, Nigeria
  Opeyemi Ayinde, University of Ilorin
• 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
• Socio-Economic Factors Affecting Sheep and Goat Meat Consumption in Turkey
  Ozdal Koksal, Ankara University; Ilkay Dellal, Ankara University; Gursel Dellal, Ankara University

• Informal Societies and the Food Politics
  Natalia Ewa Skoczylas, UMCS

• 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

• What Makes Different Understanding of Internet Food Safety Information? - Based on Affecting Factor Analysis in China
  Yuneng Du, Anhui Agricultural University; Manqiu Liu, Anhui Agricultural University; Chuanjing Chen, Anhui Agricultural University; Ai Wang, Anhui Agricultural University; Qingyun Qu, Anhui Agricultural University; Leiyong Zhang, University of Science and Technology of China

• The Dynamics of Women’s Participation and Support System
  Rosana Mula, International Crops Research Institute for the Semi-Arid Tropics; Abishek Rathore, ICRISAT; DS Prasadrao, ICRISAT; Suhas Wani, ICRISAT

Concurrent Session – Friday, May 30 - 9:30 am – 10:45 am

Adoption/Production and Social Networks
• The Role of Social Network in an Imperfect Market for Agricultural Technology Products: Evidence on Bt Cotton Adoption in Pakistan

• 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

Concurrent Session – Friday, May 30 - 11:00 am – 12:15 pm

Trust and Consumer Perceptions
• 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

• Consumers’ Reaction to Companies’ (Ir)responsible Conduct – A Content Analysis of Selected Weblogs
  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

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Network, Geographic and Peer Influences on Food Choice
• The Location and Timing of SNAP Purchases
  Katherine Baylis, University of Illinois at Urbana-Champaign; Linlin Fan, University of Illinois at Urbana-Champaign; Craig Gundersen, University of Illinois at Urbana-Champaign; James Ziliak, University of Kentucky
- 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
- Evaluating the Behaviour Change of ‘Operation Transformation’s Social Media
  Niamh Gately, Safefood
- Social Media in the Kitchen? Segmenting the Social Consumers
  Lindsey Higgins, California Polytechnic State University; Jennifer James, California Polytechnic State University
- Influences on Consumer Attitudes Towards CSR Activities from Companies in the Agribusiness
  Henrike Mueller, Georg-August University Goettingen; Ludwig Theuven, Georg-August University Goettingen