Food and Culture

EDIBLE IDENTITIES

WWW.ERIKCHEVRIER.CA

Experiments in Food

How is your plant doing?

- How big is it getting?
- What issues are you facing?
- If your plant is not growing properly, what will you do differently when you start again?

Next experiment? Are you ready?



Lacto-fermentation

Lacto-fermentation is **the process by which bacteria break down the sugars in foods and form lactic acid**. Lacto-fermented foods include yogurt, sauerkraut, kimchi, and pickles



Dehydration

It is the process of removal of water from food. It is the simplest method and prevents food spoilage by removing water.



Waterbath and Pressure Canning

The food contents are sealed in an airtight container at high temperatures



Oil / Vinegar

Oil and vinegar are used in food preservation because food spoilage microorganisms cannot survive in such an environment.



Cold Storage – Root Cellar

As a sustainable alternative to refrigerated or electrically cooled storage for crops needing cool damp conditions, traditional root cellars are a good option



Sugar Preserving

Sugaring is the process of desiccating a food by first dehydrating it, then packing it with pure sugar. This sugar can be crystalline in the form of table or raw sugar, or it can be dense liquid saturated with sugar such as honey, syrup or molasses.



Salt Preserving

Salt dries food. Salt draws water out of food and dehydrates it. All living things require water and cannot grow in the absence of it. Salt is used to preserve beef jerky by keeping it dry, and it prevents butter from spoiling by drawing water out, leaving just the fat.



Image: https://www.healthylivingly.com/diet/refrigerating-foods-and-the-process-of-preservation/

Refrigeration

The most common food preserving method is to **store food in the refrigerator**. Refrigeration (cold temperature) slows down the bad bacterial growth greatly, so food lasts 10 or more times longer to spoil



Image: https://www.safefood.net/food-storage/freezing

Freezing

Freezing is the easiest and least time-consuming method of preserving foods. Most foods freeze well—with the exception of produce with a high-water content, cream-based items, and cooked starchy foods such as cooked noodles and rice.

Food Safety

In Quebec, food safety is regulated by Ministère de l'Agriculture, des Pêcheries et de l'Alimentation (MAPAQ)

Contaminants:

Bacteria
Parasites
Viruses
Chemical and physical contaminants

Restaurant Condemnations

Food Temperature and Safety

Frozen food should be kept at maximum - 18 °C

Refrigerated foods should be between 2 and 4 °C

Some fruits with skin (tomatoes) should be kept at room temperature or cooled at 12°C

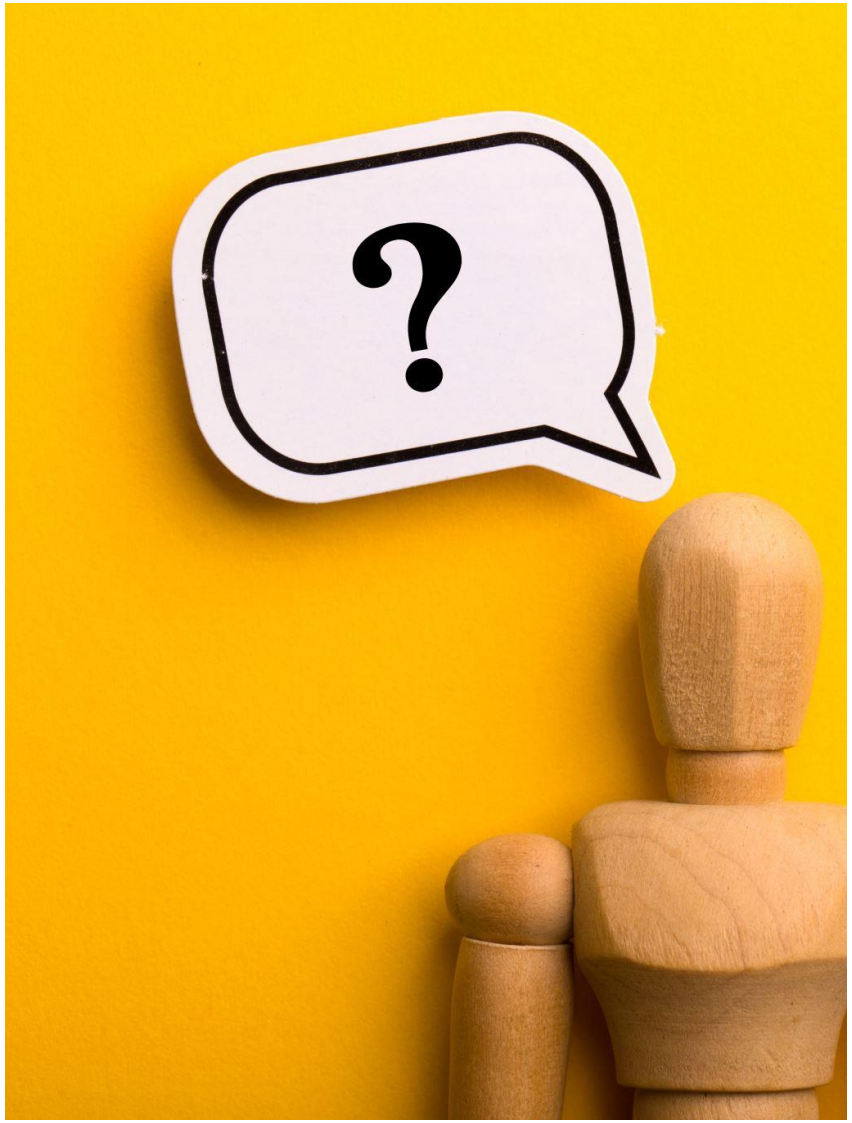
Hot food should be kept at a temperature of at least 60°C

DANGER ZONE: Between 35 – 45°C, bacteria doodles every 15 minutes

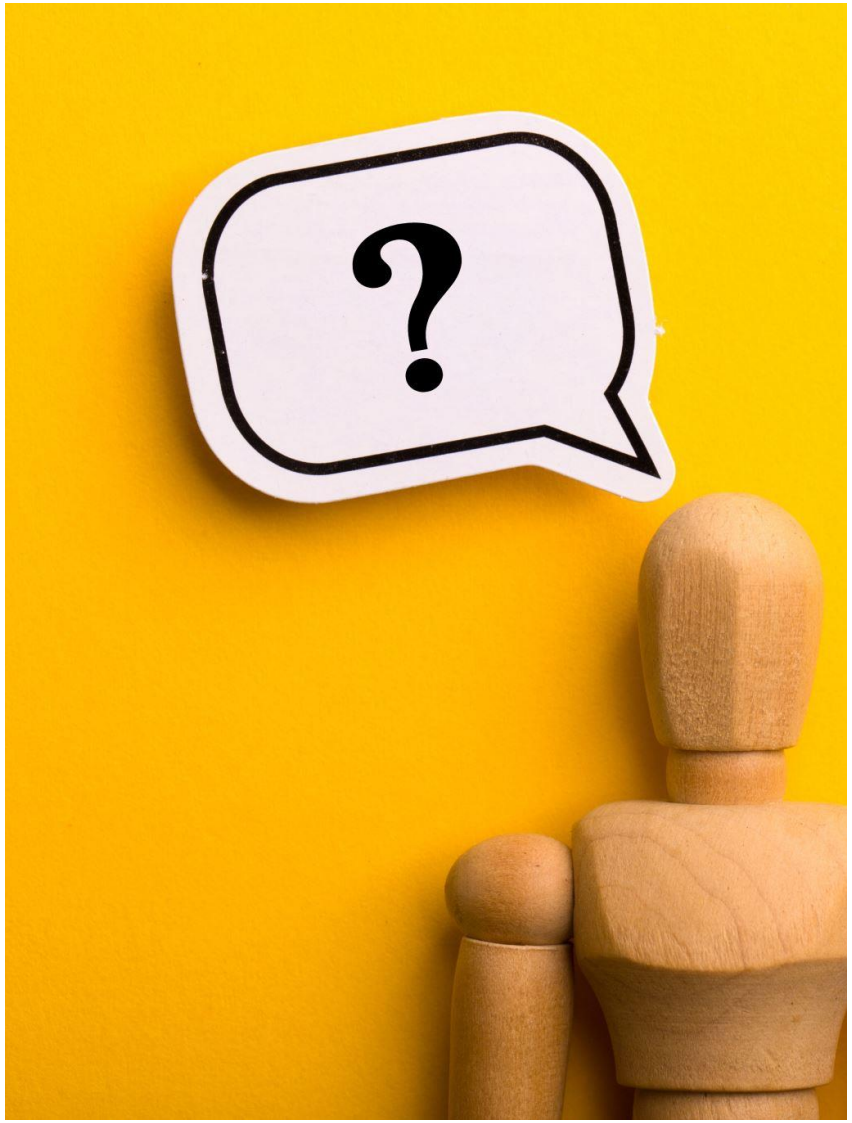
Great Tips

Preserved foods should be kept in a cool and dry environment to discourage bacterial growth and spoilage. Most food preservation techniques currently used, combine methods of smoking, drying, sugar and salt, preservatives, refrigeration, acidity and others.

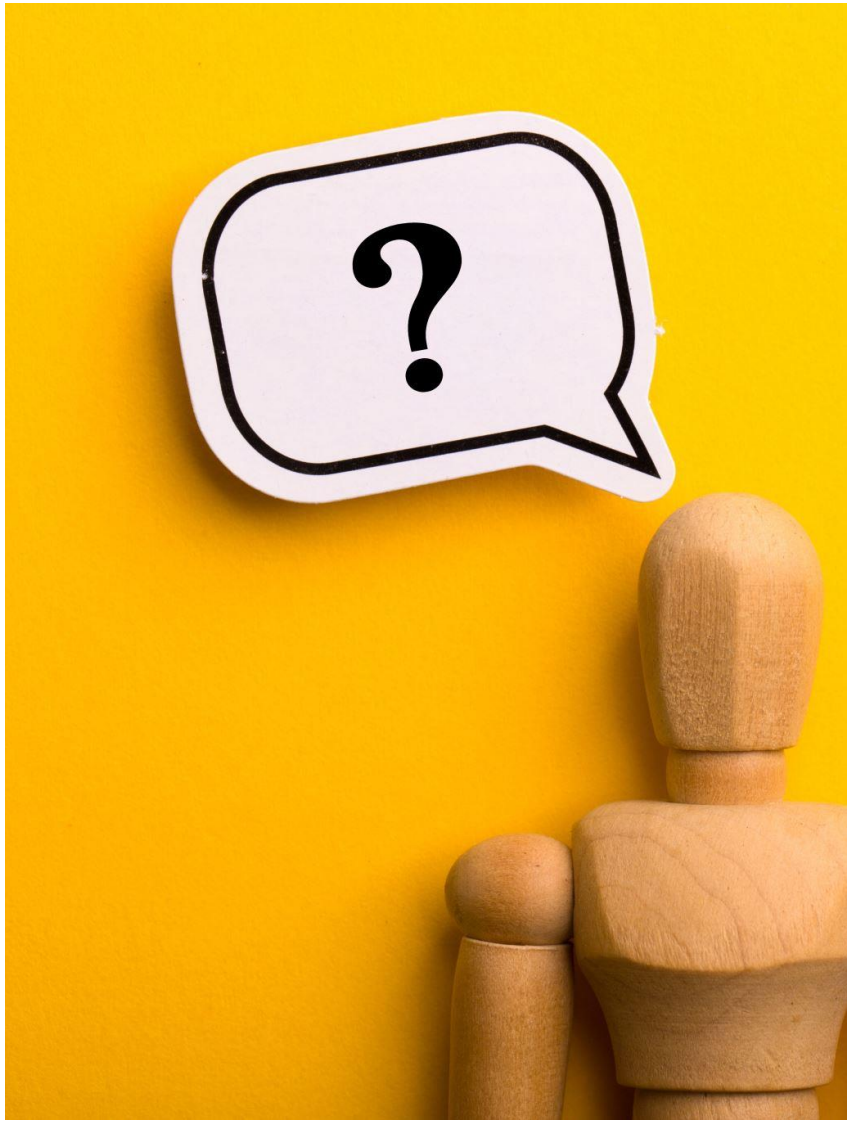
Follow a tried a true recipe from a reputable source.



Edible Identities

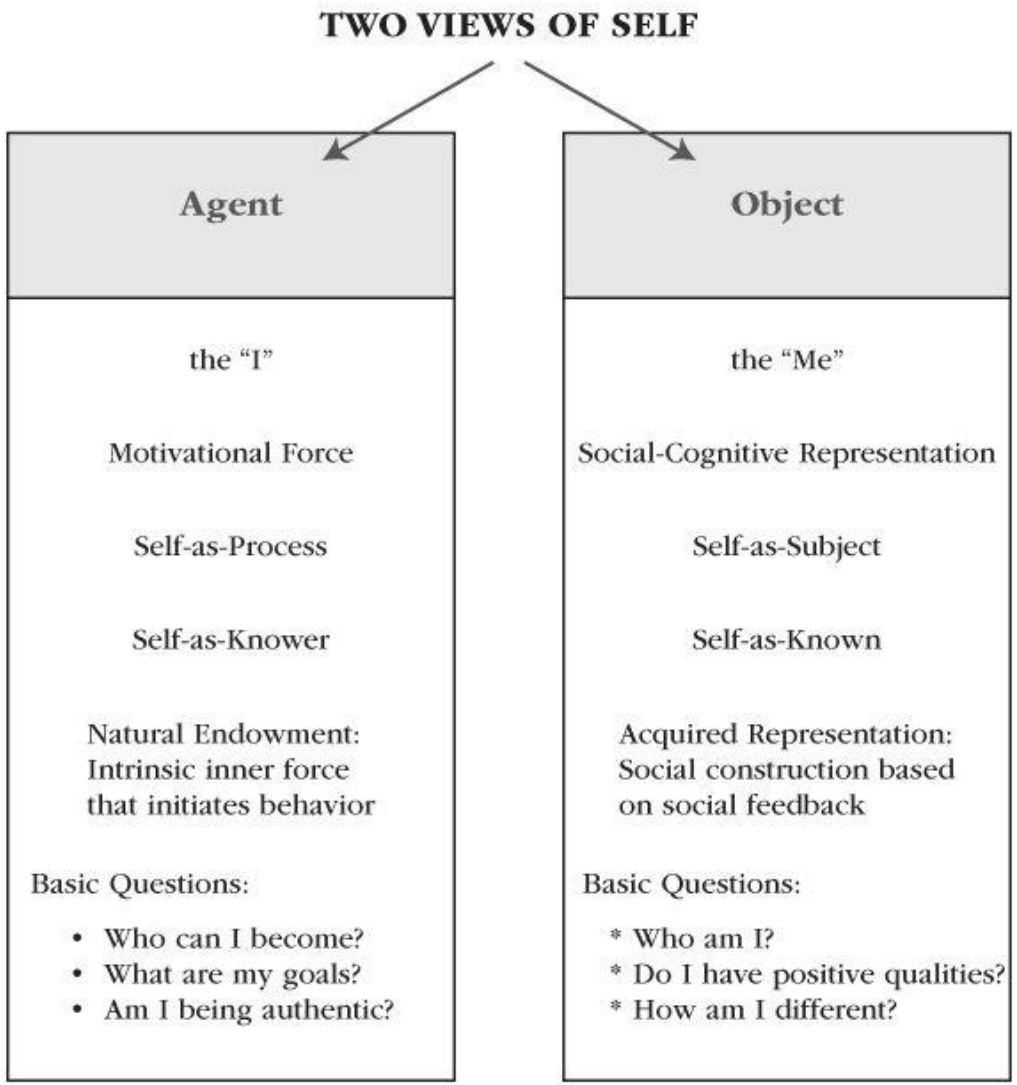


Who are you?



How does food help define you?

Self-Concept



Two Views of the Self

According to Reeve, J. (2015) Understanding Motivation and Emotion, 6th ed. John Wiley and Sons

Self-as-Object

- Define the self
  - Self concept
- Relate the self to society
  - Identity

Self-as-Agent

- Develop personal potential
  - Agency
- Regulate the self
  - Self-regulation

Independent view of self – Defining oneself in terms of one's own internal thoughts, feelings, and actions, and not in terms of the thoughts, feelings, and actions of other people.

- Usually from 'individualist' cultures

Interdependent view of the self – Defining oneself in terms of one's relationship to other people; recognizing that one's behaviour is often determined by the thoughts, feelings and actions of others

- Usually from 'collectivist' cultures

Self-Concept

Self-Concept

According to Reeve, J. (2015) Understanding Motivation and Emotion, 6th ed. John Wiley and Sons

Self-concepts are:

- An individual's mental representation of themselves
- Constructed from experiences and reflections from those experiences
- People get feedback about their personal attributes, characteristics, and preferences
- People translate their multitude of specific experiences into a general representation of the self
- A collection of domain specific schemas
- The self-schemas that are involved in the definition of the self-concept are those that are most important to the person
- Food schemas can help people define themselves

Self-Schemas

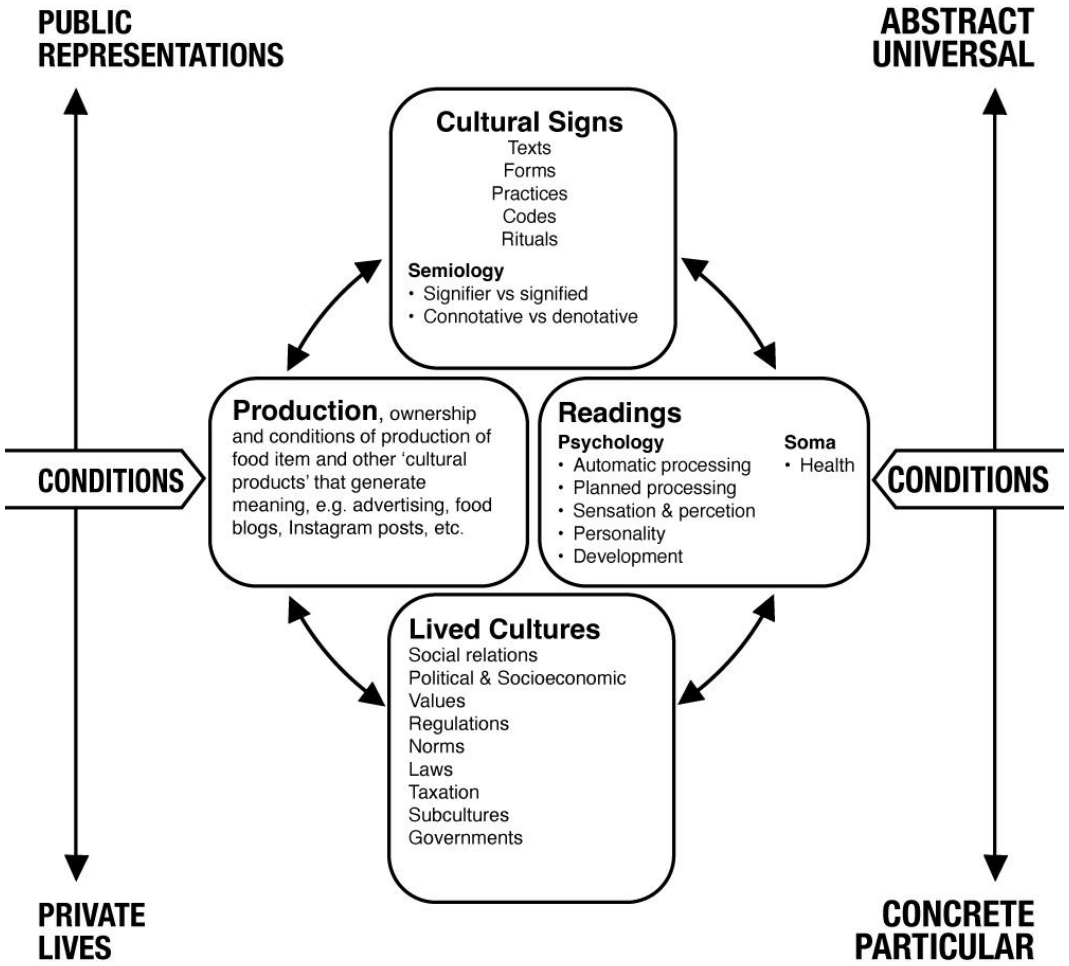
Self-Schemas

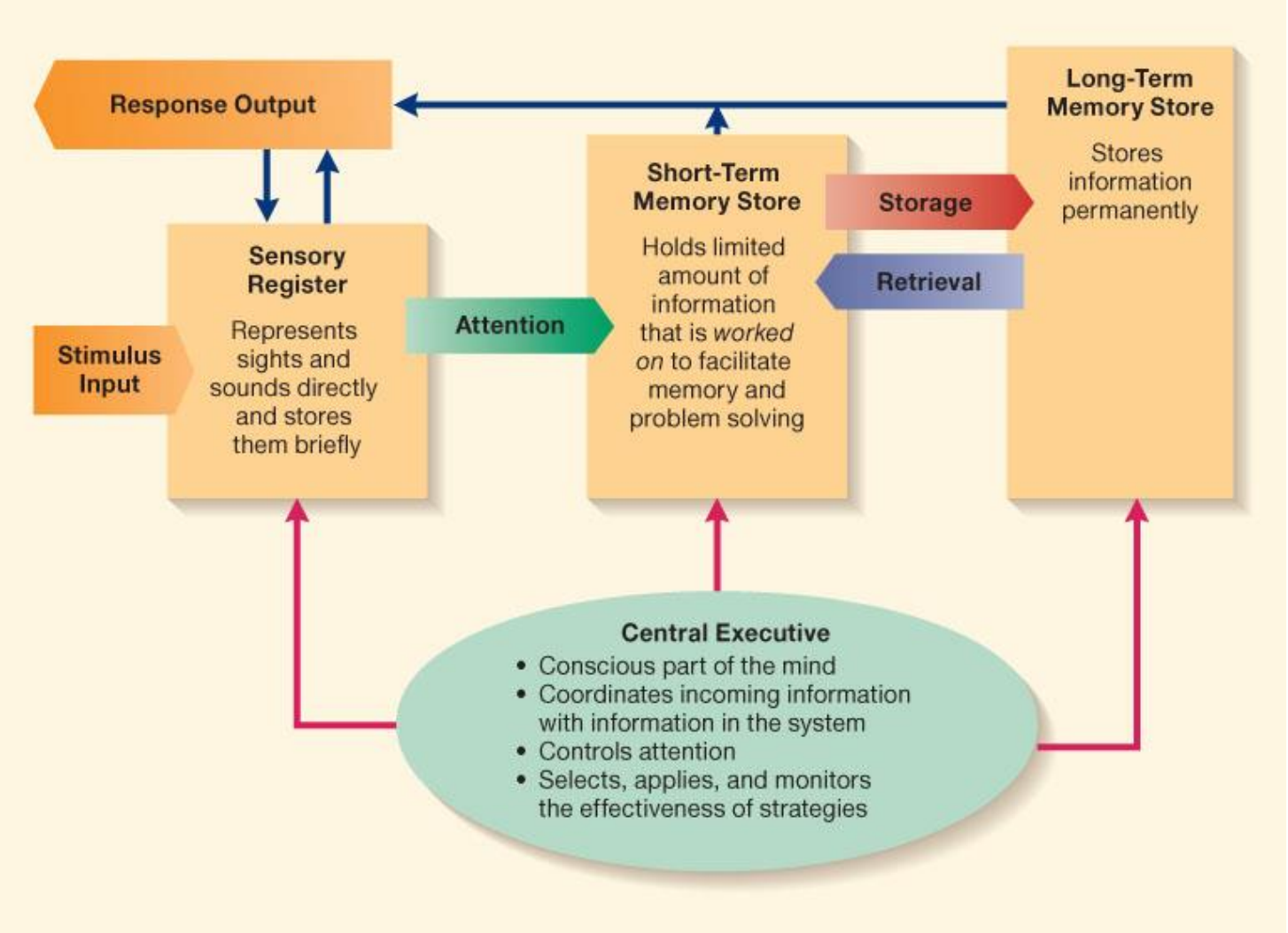
- An organized body of knowledge about the self (attitudes, preferences, traits) that influence what people notice, think, and remember about themselves
- They affect and are affected by memory
- Affected by a desire to see ourselves in a positive light

- ***Schemas also help us make meaning of the world***

- ***What food schemas do you uphold?***

- ***Video About Cognitive Processing***


PUBLIC REPRESENTATIONS
ABSTRACT UNIVERSAL
Cultural Signs
Texts
Forms
Practices
Codes
Rituals
Semiology
• Signifier vs signified
• Connotative vs denotative
CONDITIONS
Production, ownership and conditions of production of food item and other 'cultural products' that generate meaning, e.g. advertising, food blogs, Instagram posts, etc.
Readings
Psychology
• Automatic processing
• Planned processing
• Sensation & percetion
• Personality
• Development
Soma
• Health
CONDITIONS
Lived Cultures
Social relations
Political & Socioeconomic
Values
Regulations
Norms
Laws
Taxation
Subcultures
Governments
PRIVATE LIVES
CONCRETE PARTICULAR



Information Processing Model

Automatic Thinking – Low Effort Thinking

Automatic thinking – Is thought that is generally unconscious, unintentional, involuntary, and effortless.

Schemas – Mental structures people use to organize their knowledge about the social world themselves and that influence the information people notice, think about, and remember.

- We tend to fill in the blanks with SCHEMA-CONSISTENT INFORMATION.

Discussion

If you were to describe yourself as an agent, how can you see the role of food as part of the performative way you define yourself?

If you were to describe yourself as an object, how can you see the role of food as part of the representational way you define yourself?

How does food relate to your self-concept and/or self-schemas?

- What life experiences have led your self-concept/schema development?

How do you see food as an interdependent self or independent self?

Identity

Identity

According to Reeve, J. (2015) Understanding Motivation and Emotion, 6th ed. John Wiley and Sons

Identity:

- The means by which the self relates to society, as it captures the essence of 'who' within a cultural context
- Once a person inhabits a role, that identity prescribes the person to display some behaviours (identity-confirming) while avoiding others (identity-disconfirming)

Roles:

- Consist of cultural expectations for behaviour from persons who hold a particular social position
- We all hold different social positions and the role we inhabit at any given time depends on the situation we are in and the people with whom we are interacting
- People change how they act depending on the role they are assuming

Food helps us form our identities and we use food to signal our identity

Identity

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Identity-establishing behaviour:

- Individuals have many identities, and they present to others the particular identity that is most appropriate for the situation.

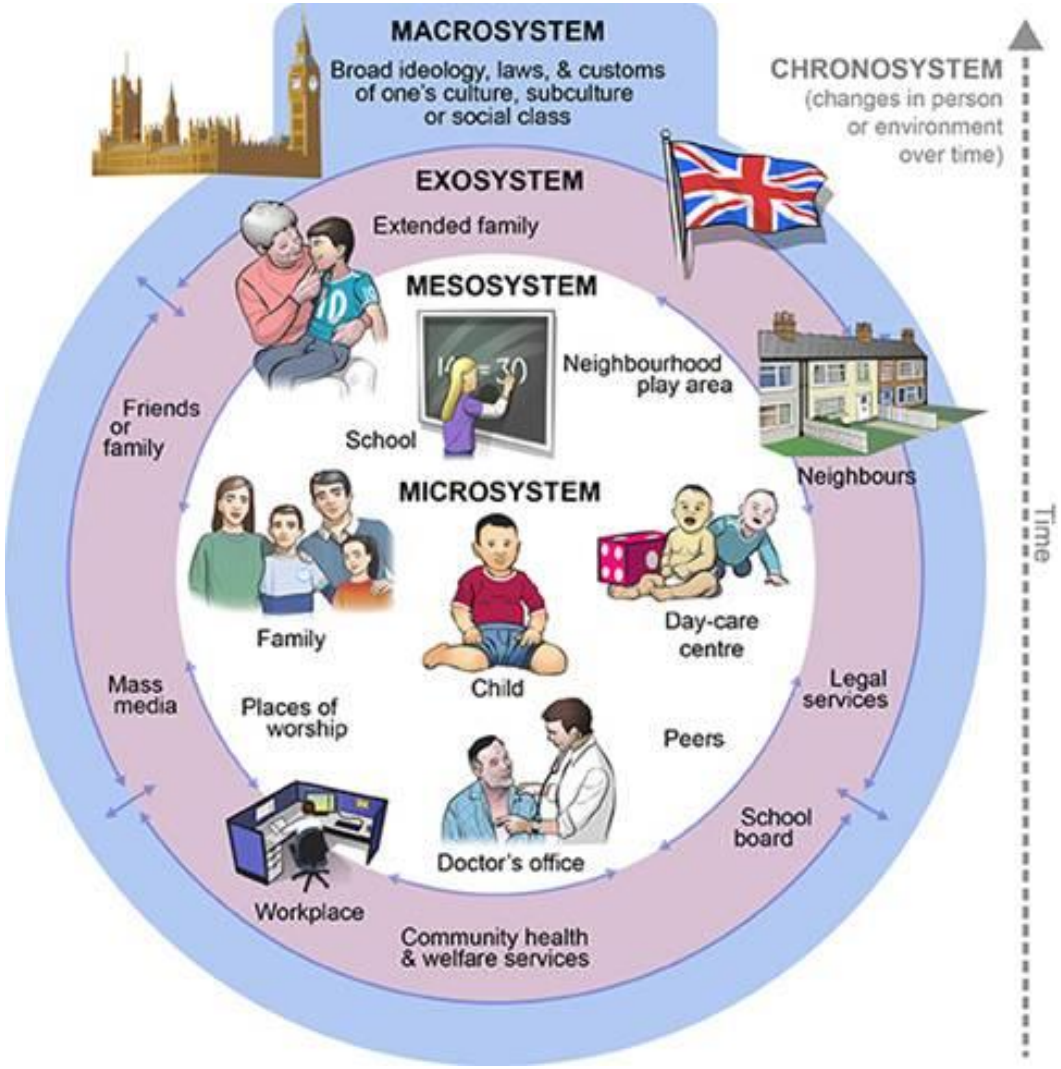
Identity-confirming behaviours:

- Humans possess a wide range of potential behaviours, but only a subset are appropriate and expected in any one particular setting.
- Behaviours and emotions that are appropriate are determined by the identity of the person, situation and culture.
- Identities direct behaviour, and behaviour feedback to maintain and confirm identity.

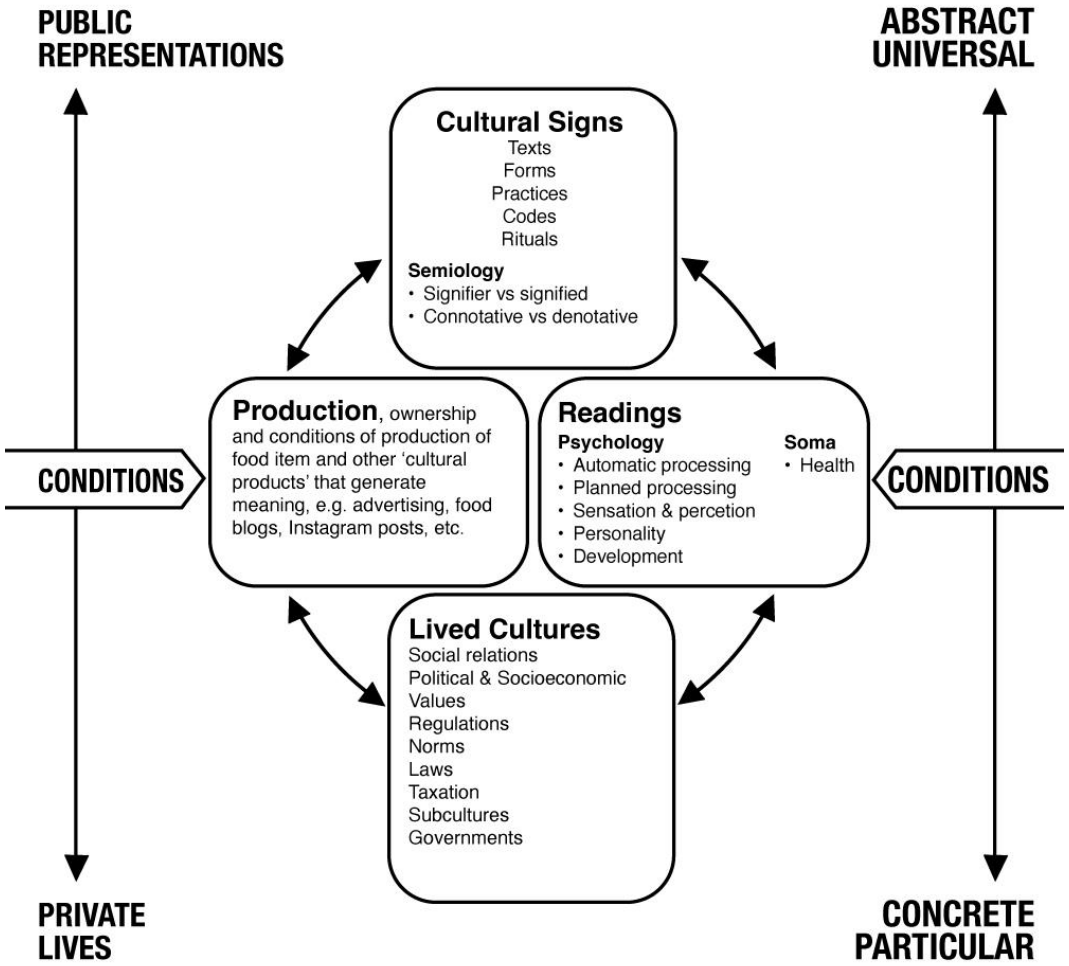
Identity-restoring behaviours:

- If a person behaves in an inconsistent way, they can restore their original identity through restorative behaviours or restorative emotions.

Food can be used to establish, confirm, and restore identity.



Ecological Systems Theory of Development


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Subcultures
Governments
PRIVATE LIVES
CONCRETE PARTICULAR



Identity

What “roles” do you have?

How has food helped define your identity (cultural role)?

- Why?
- How?
- What are these roles?

Motivation

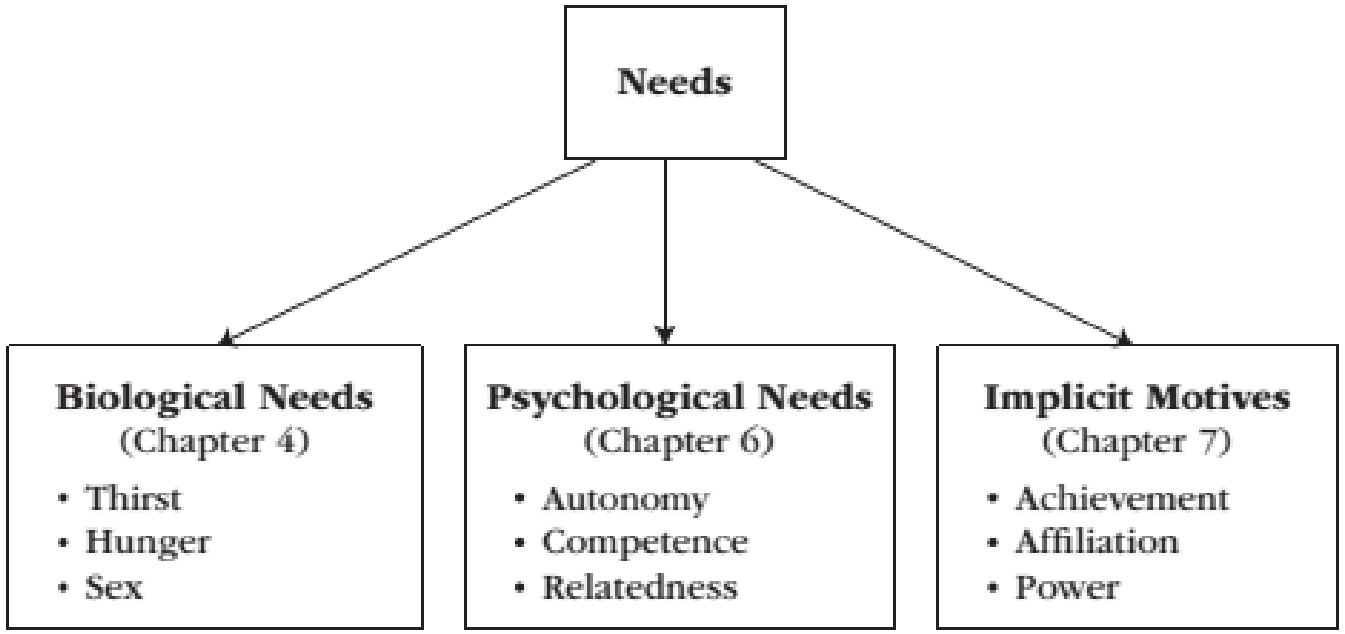


Figure 4.2 Types of Needs

Needs

Need – A condition within the person that is essential and necessary for growth, well-being and life.

Deficiency needs – Are responses to a state of deprivation and generate tension-packed, urgency-laden emotions, such as pain, relief, anxiety, frustration, stress, etc.…

Growth needs – Gently guide behaviour toward a developmental trajectory of growth and well-being. They typically generate positive emotions, such as interest, enjoyment, hope and vitality.

Needs

Table 4.1 Three Types of Needs with Their Definitions and Examples

Type of Need	Definition, with Examples
Physiological	A biological condition within the organism that synchronizes brain structures, hormones, and major organs to regulate bodily well-being and to correct bodily imbalances that are potential threats to growth, well-being, and life. Examples include thirst, hunger, and sex.
Psychological	An inherent (inborn) psychological process that underlies the proactive desire to seek out interactions with the environment that can promote personal growth, social development, and psychological well-being. Examples include autonomy, competence, and relatedness.
Implicit	A developmentally acquired (socialized) psychological process to seek out and spend time interacting with those environmental events associated with positive emotion during one's socialization history. Examples include achievement, affiliation, and power.

What Motivates You?

Intrinsic motivation – The desire to engage in an activity because we enjoy it or find it interesting, not because of external rewards or pressure

Extrinsic motivation – The desire to engage in an activity because of external rewards or pressures, not because we enjoy the task or find it interesting

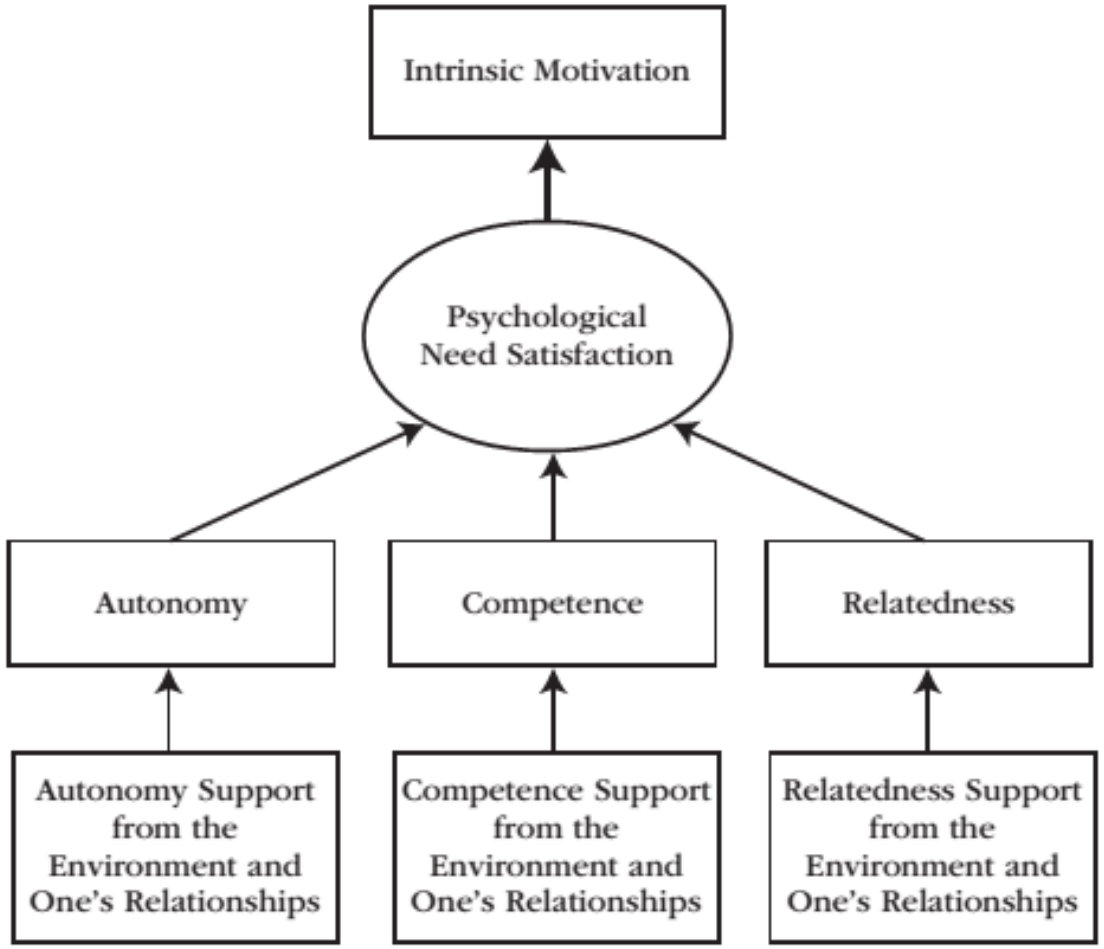


Figure 5.4 Origins of Intrinsic Motivation

Intrinsic Motivation

According to Reeve, J. (2015) Understanding Motivation and Emotion, 6th ed. John Wiley and Sons

Intrinsic motivation is the inherent propensity to seek out novelty and challenge, to extend and exercise one's capacities, to explore, and to learn.

It is a natural inclination towards **exploration**, **spontaneous interest**, and **environmental mastery** that emerges from innate strivings for personal growth and from experiences of psychological needs satisfaction.

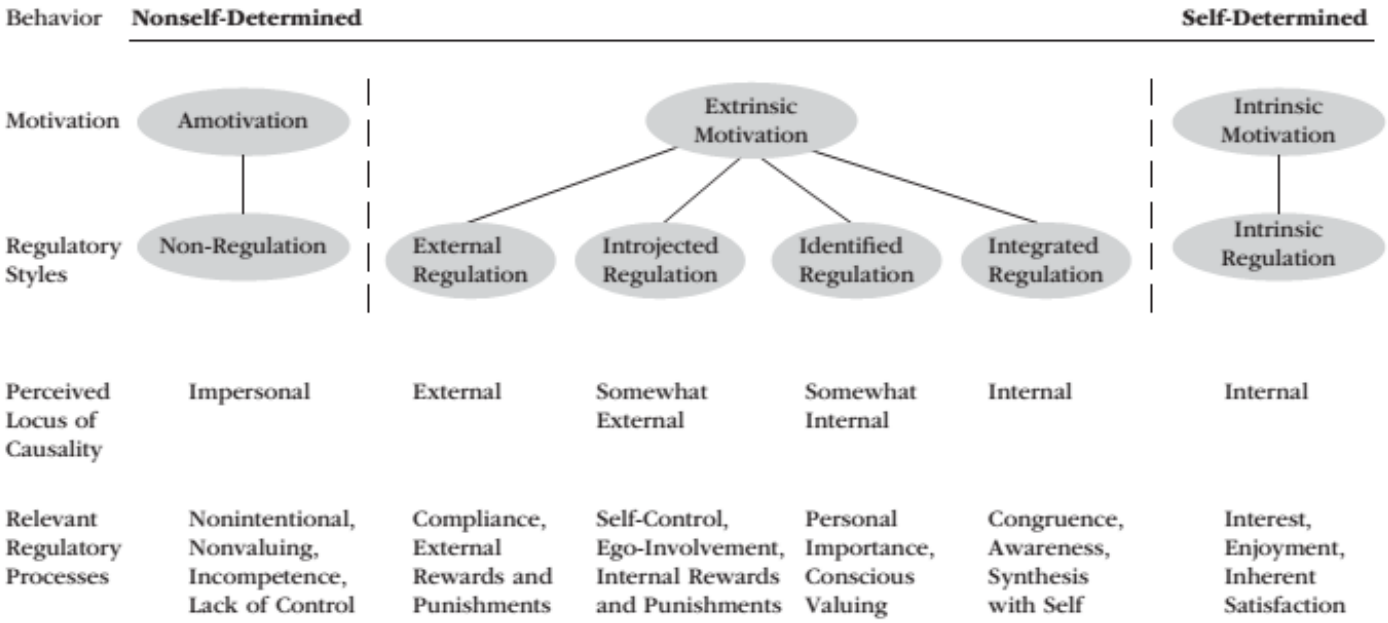


Figure 5.6 Self-Determination Continuum Showing Types of Motivation

Source: Ryan, R. M., & Deci, E. L. (2000b). Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. *American Psychologist, 55*, 68–78. Copyright 2000 by American Psychological Association. Reprinted by permission.

Types of Extrinsic Motivation

According to Reeve, J. (2015) Understanding Motivation and Emotion, 6th ed. John Wiley and Sons

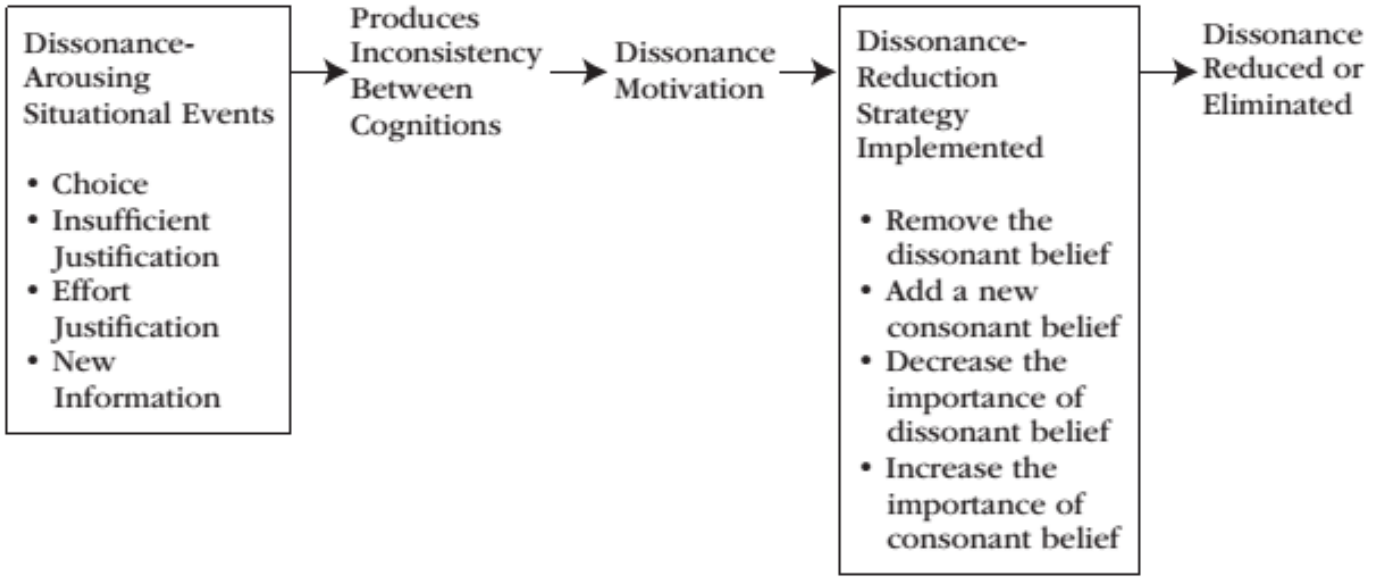


Figure 9.6 Cognitive Dissonance Processes

Cognitive Dissonance

Food and Motivation

What food habits have derived from extrinsic factors?

- What food habits maintain extrinsic behaviours?
- Have you had rewards or punishments based on food or food practices? If so, how has this shaped your view of those foods or practices?

What food habits have derived from intrinsic factors? Why?

- How does your identity and/or self-concept shape your food habits?
- Why did you develop these intrinsic food habits?

NEXT WEEK, PLEASE BRING:

A 500 ML OR 1-LITRE MASON JAR

AN ELASTIC THAT FITS OVER YOUR JAR



Questions or Concerns?

Have a great day!