

Socioeconomics in Agriculture

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Stefan Mann: Lecture 12 „Perceptions of agriculture in society”

The Lecture in one sentence:

The agricultural system, the societal culture and the level of wealth all influence society's perception of agricultural production and the farming population.

You should, at the end of the lecture

- know the mainly hedonic approach to food by the vast majority of consumers.
- know some key determinants of accepting agricultural production in the neighborhood.
- be able to recall the differences regarding concerns around pig production among Chinese and German consumers.
- know the methodological benefits of factor and cluster analysis.
- understand the rationale of the hot cognition theory.
- Be able to recall the potentials of discourses on the web for thematic discourses.
- understand the differences of discourses around agriculture in Switzerland and Germany and the reasons for these differences.

Further reading:

Dutra de Barcellos, M., K.G. Grunert, Y. Zhou, W. Verbeke, F.J.A. Perez-Cueto, A. Krystallis (2013): Consumer attitudes to different pig production systems: a study from mainland China. *Agriculture and Human Values* 30 (4) 443-455

Mittenzwei, K., S. Mann, K. Refsgaard, V. Kvakkestad (2016): Hot cognition in agricultural policy preferences in Norway? *Agriculture and Human Values* 33 (1) 61-71

Weible, D., I. Christoph-Schulz, P. Salamon, K. Zander (2016): Citizens' perception of modern pig production in Germany: a mixed-method research approach. *British Food Journal* 118 (8) 2014-2032