Reinventing the food system through advocating sustainability on social media platforms

An analysis of MadMarked's strategic Facebook communication

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Abstract

This study intends to investigate if social media platforms, in this case, the social network Facebook, is able to function as an influential source of knowledge that is able to change the minds, attitudes and consumption patterns of consumers in relation to environmental sustainability and health. The point of departure is through exploring the information shared on Facebook, by a relatively new alternative food system promoting shop in Southern Denmark. Empirical data is collected through an interview with Præstø MadMarked, an examination of their Facebook page and its posts as well as by investigating the consumers' attitudes, knowledge, and opinions by means of a web-based questionnaire. This is done to evaluate the platform as a tool for strategic communication with the intended goal of changing the attitudes and buying patterns of consumers in Denmark. In conclusion, it was not possible to prove a significant correlation between the increase in knowledge and a change in behaviour, but this could be caused by a lack of sufficient replies in the web-based questionnaire.

Dedicated to Rasmus, to whom I probably owe my life for feeding me through the hardest parts of this thesis.

Thank you.

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Chapter 1: Introduction

Today, the topic of food has become increasingly complicated and it is a regular minefield of opposing trends and strong opinions. Food is no longer just food, but a source of confusion and possible anxiety to consumers, as the information flow threatens to drown the unwary. What is **healthy** and what is not? Is this salad even **safe** to eat? Is this bread sourced in an **environmental friendly** way? Is this steak from a place that values **animal welfare**? Do the workers who harvested this tomato receive a **fair pay**? Being a conscious consumer is a fulltime job on its own.

Consumers are constantly exposed to conflicting information about dietary guidelines and new food trends in the media, such as the nutritionism (Scrinis 2013, p.237) line of thought where new superfoods are announced almost weekly or the rather self-explanatory Low Carb High Fat (LCHF) lifestyle. Combine this with the media coverage of global warming and food scares, and it is no wonder that food itself and the production of it has become so complicated. For example, the recent 2013 horsemeat scandal in Europe truly exacerbated the distrust towards the contemporary food system, as the horsemeat were mixed with and sold as beef products. This exposed the complex nature of the globalised food supply chain, when fraudsters were able to take advantage of some weaknesses in the system (DG Health & Consumers 2013).

Because food has become so progressively associated with environmental catastrophes, serious socio-economic worries, and fraught with ethical dilemmas that it is a constant concern, there is a growing recognition that the current food system and its fundamental values should be challenged. Many people, such as producers, consumers, campaigners, and policy-makers are working hard in order to assure a safe and trustworthy food provisioning system in the future (Kneafsey et al. 2008, p.1).

At the same time, the world's population is increasing steadily and it is expected to reach 9 billion people in 2050, which means that the global food production must be increased by some 70 percent in order to achieve the same standard of living (FAO 2010, p.67). This will be a difficult feat, as there is a shortage of arable land available and it must be achieved against the challenging backdrop of climate changes (Burlingame & Dernini 2012, p.67). Therefore, a change in production method alone is not really a viable solution, as we cannot continued to eat like modern

Europeans or North Americans. There are simply not enough planets to grow that composition of food (Burlingame & Dernini 2012, p.23).

Consumers today are far removed from the knowledge of food and the workings of a food system, and some do not wish to know how their food is produced or where it came from. They would rather place their trust entirely in the hands of the government and the retailers to acquire food that is healthy and safe to eat (Kneafsey et al. 2008, p.7). Others are more fascinated by where their food originates and are intentionally seeking out new and ethically significant food relationships and practices, as well as buying directly from producers through different channels (Kneafsey et al. 2008, p.2).

Calling for consumers to take action and attempt to change the food system is on the other hand placing a lot of responsibility on the shoulders of individual people, and this should elicit some questions in the minds of the instigators of sustainability initiatives. How much should we as consumers be expected to know, or to seek out information about? To what extent should we be trusted, empowered, or even forced to take charge of choosing the best possible product in terms of sustainability? (Kneafsey et al. 2008, p.1).

The initial concern that sparked the idea to investigate alternatives to the contemporary food systems is the worries about the escalating climate crisis, in which the current food systems is at least partly to blame. The production and consumption of food is responsible for a long list of environmental problems, which are causing damage to our current way of life as well as the living conditions of other forms of life (Germov & Williams 2008, p.58). As a consumer, it is difficult to comprehend the enormous complexity of the contemporary food system, as well as figuring out which of the different alternative food systems is best suited to deal with the issues of sustainability.

One of the prevailing ideas towards a solution to the climate crisis is the notion of a sustainable food system and this concept has gained momentum amongst consumers around the globe in different shapes and sizes. In Denmark, a member-based and member-driven food cooperative in Copenhagen is a growing community that is based on volunteer work in exchange for a weekly bag of organic locally sourced vegetable produce at cost price. Other concepts include weekly box schemes delivered directly to the consumers in all of Denmark and some of Sweden with organic vegetables, fruit, meats, and other food items.

Community-driven initiatives or box schemes are not the only options in the minds of consumers, who is also increasingly buying more organic food items in the supermarkets (Danmarks Statistik 2014). Furthermore, there are the dietary preferences of vegetarianism and veganism that do lessen the environmental impact, but is usually primarily chosen because of health concerns or ethical beliefs. Evidence points to the fact that environmentalism is an added-bonus later on, when the consumers learns more about the food system (Carolan 2012, p.185). Another rather new concept is the locavore[1], which are a consumer who actively seeks out locally grown food to lessen the impact of transportation. Locavore was even declared The Word of the Year in 2007 by the Oxford American Dictionary (Carolan 2012, p.6).

At the time of writing, several individual shops dedicated to organic food exists in Denmark and are scattered across both rural and urban areas, as well as a plethora of online web shops offering at-home-delivery. Especially noteworthy is Aarstiderne.com that has a wide collection of produce and meal box schemes as well as a substantial amount of everyday goods, and delivers to 40.000 Danish families and 5.000 Swedish families a week (Aarstiderne.com).

It is however, a somewhat untried idea to launch an entire chain of shops entirely dedicated to organic and biodynamic produces and food items in the rural areas of Denmark. Previously the organic shop Egefeld in Copenhagen opened a second shop in 2008 in another part of the city and shortly thereafter, a shop in Kolding. Unfortunately, the chain had to close in 2011 because of dwindling turnover and the increased competition of organic products in the regular supermarkets (Kjeldgaard 2011).

In Denmark, a new sustainable food-provisioning concept saw the light of day in May 2013, and it seemed obvious to use this as a subject for a study in sustainability, because their stated mission is to change the current food system. This might seem like a bold vision of a young project, but that is nevertheless the ambition of the people behind the alternative food provisioning system MadMarked (literally translated into FoodMarket).

Before proceeding to the presentation of the research question in *Chapter 2: Thesis Statement & Research Question,* it is in good order to provide a more thorough introduction of MadMarked.

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[1] one who eats foods grown locally whenever possible (Merriam-Webster.com, 26/2 2014)

This is to clarify the underlying basis of the problem and to ensure a basic understanding of the concept and principles that are the major drivers behind the MadMarked.

1.2 MadMarked as alternative food provisioning

Picture 1 Præstø MadMarked (Photo by Kim Escherich)

MadMarked means Food Market and this truly encompass the spirit of the project, where the primary motivation is local and trustworthy food provisioning to the local community, where it is deeply rooted. The ambition is simply to help foster changes in the contemporary food system. In addition to this, MadMarked aspires to go above and beyond the normal boundaries of supermarkets to become a gathering place for the local community as a place to get an informal meal together or to enjoy an exhibition of a local artist (MadMarked.net n.d.).

The concept of a MadMarked chain was in the development phase for roughly two years before opening its first shop Præstø MadMarked in Præstø on May 1st 2013, some 80 kilometres from Copenhagen, the capital of Denmark. The second shop St. Heddinge MadMarked opened 30 kilometres away in St. Heddinge in December 2013, and the third and fourth opened in April and May 2014, respectively in Skovsgaard and Lynæs, see Picture 2. The reoccurring theme that binds them visibly together is in the naming, where the name of the town it is located in is followed by MadMarked, which literally translates to FoodMarket (MadMarked.net n.d.).

As opposed to Egefeld, the organic supermarket chain mentioned in the introduction, MadMarked has deliberately decided to open its shops outside of the urban area, and far away from the group of people, who currently spends most on organic foodstuffs. A study showed that when a consumer from Funen spends 100 DKK on organic, a consumer in Copenhagen spends 253 DKK and a consumer from North Zealand spends 211 DKK (Berlingske Media 2008). This deliberate placement is a part of the ambition to boost the local societies and bring sustainable food to the rural areas, where the supply is often limited (MadMarked.net 2AD)
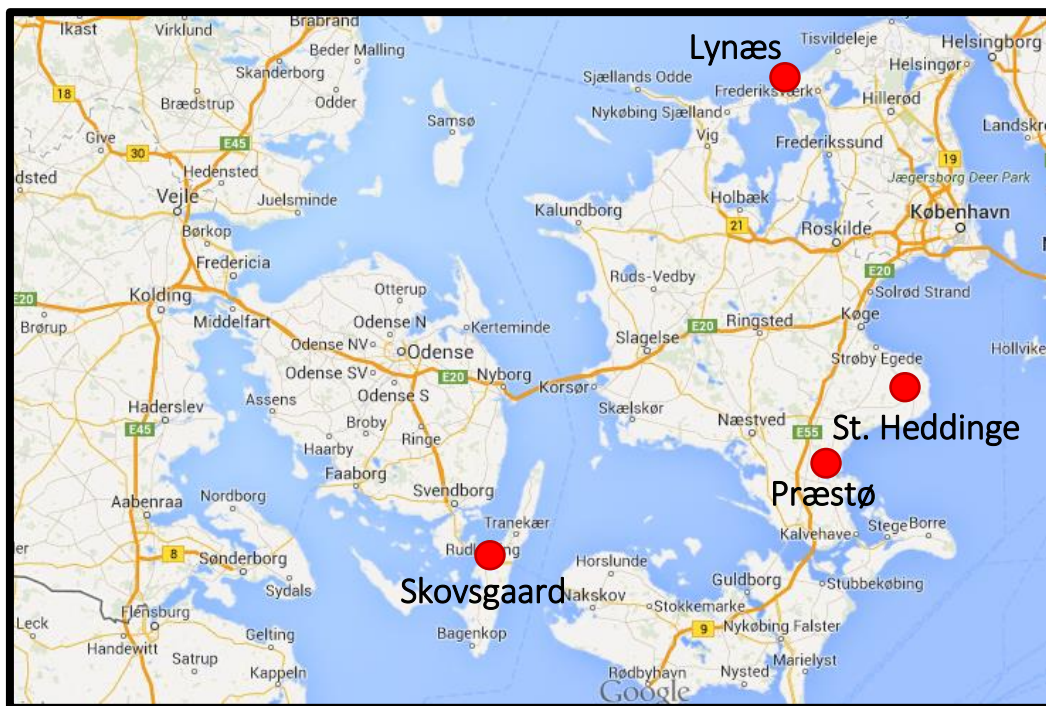
Picture 2 Location of MadMarked shops

Each individual shop is equipped with a fully equipped kitchen and a dining room. Produce and food items usually enters the shop to be displayed in the store area (see Picture 3) for sale, or it could be transformed directly into a dish for the deli display case. The shops have a strict no food waste policy, which means that the kitchen always process fresh produce that is beginning to wither into canned goods or meals. The kitchen also doubles as a micro bakery that produces fresh bread and pastries every day.

Picture 3 A view of the store area in Præstø MadMarked (Photo by Kim Escherich)

Each Thursday, MadMarked creates a, often themed, buffet to encourage people to try new foods and to create a feeling of community. The themes ranges far and wide from Peking Duck to Spanish Paella, or from Cajun style to the icon Danish hotdog. In Præstø, where the MadSal (meaning Food Hall) concept originated, a steady following of 80-120 people show up and dine every Thursday night (See appendix 1). The dining room in Præstø is above the shop and it is furnished with several long tables to create the atmosphere of a common hall rather than a restaurant with seating for individual parties, see the picture below.

Picture 4 The dining area above the shop (Photo by Kim Escherich)

The shops carry a full range of everyday food staples as well as an assortment of on-site produced deli products and freshly baked bread. By combing shop, kitchen, and restaurant the shops represents an ecosystem, where the resources are always utilised in the most optimal way as the different aspects of the shop complement each other (MadMarked.net n.d.).

The following section will describe the principles of the MadMarked philosophy.

1.2 Principles of MadMarked

Picture 5 The six principles of MadMarked

The philosophy of MadMarked is based on six essential principles that are all thoroughly explained on their website. In order to truly understand the MadMarked mentality, a short description follows. The website is in Danish and this is therefore a summary of the relatively long descriptions found on the page, translated into English. The text should thus be read as the marketing of the shop, that it is, and not as an objective description by the researcher.

Local Ingredients

The underlying basis for the entire concept is the sourcing of local foodstuff from organic or biodynamic producers. A significant tenet of Local Ingredients is that if something can be produced in Denmark, then it should be sourced from Denmark. In exceptional cases, if an item cannot be sourced for a period of time, it can be bought from an organic distributer. This is done to ensure a comprehensive assortment of goods in the shops.
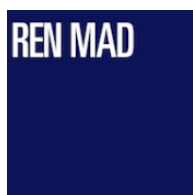
Clean Food

This tenet is about food free from GMO's, pesticides, artificial fertilizers, and other harmful substances that can occur in conventional foodstuffs. This is to take care of both human health and the environment, and to create a shop where the customers can buy their food, without worrying about the complexity of the contemporary food system. Clean Food represents ingredients that have grown naturally and have left as small an imprint on the environment.

Local Community Solidarity

MadMarked wants to create a new form of an economical way of thinking, where growth and new places of employment stays in the local community and brings economic stability. It also entails the social aspect of the meal, when MadMarked serves dinner every Thursday. This is a possibility to bring food literacy to their customers and a way of introducing the locally sourced ingredients to the local community.

They also want to educate both their own employees, but also everybody else, who could be interested. That is why they introduced the Food Academy, which was a full five-day course in organic food, the food system, taste and food waste, to name but a few.

Sustainability

By rethinking how to stop wasting food in the kitchen and restaurant, as well as how to run the distribution of their goods, they aim to incorporate sustainability into all possible aspects of the shop. For example, if a box of raw beets does is not sold before they start to get wrinkly, the kitchen will create pickled beets for the restaurant or for sale in the shop. By not letting the produce go bad, before bringing it back into the kitchen for processing, they prevent a lot of food waste, and this is a crucial point in their sustainability principle.

Transparency

Consumers should know what they are eating, as well as where it's coming from. The principle of transparency is to ensure the customers that the food in the shop is being sourced sustainably and ethically. As a result of today's global food system, the primary producers and their production methods are mostly invisible to the consumers. In the MadMarked shop, it is always possible to know the origins of the products, as well as the story about the producers. As a way of transparency in the kitchen at the MadMarked, it is

also possible to get the recipe of the products, if the customers would like to experiment in their own kitchens.

This form of transparency and traceability is to create a trustworthy and credible food system, as in contrast to the contemporary food system.

Sublime Taste

Authenticity and genuine taste has a top priority in everything that they do. The want their customers to experience a true complexity of taste, which could help bring about a healthier lifestyle. A common feedback on Thursday Night buffet is picky children who eat (healthy) food that they would never touch at home. The kitchen works intensively with sensory science, the basic tastes, and the texture of food, as well as the customer's experience of the meal.

To clarify the context of "alternative food systems" and other central terms, as they are perceived in this study, see section *3.1 Food Systems: 'Contemporary' versus 'Alternative'?*. In the next chapter, directly below is the thesis statement and research question that is paramount to the study and how it was designed.

Chapter 2: Thesis Statement & Research Question

This master thesis study intends to explore how an alternative food provisioning system can utilise a social media platform to increase knowledge with the consumers by offering information about food and consequences of the conventional food system. The case of the study is MadMarked, which was described in the previous chapter and the focus in on the social media platform Facebook, where they share posts with their followers. The ambition of MadMarked is to help foster sustainable changes in the contemporary food system and to advocate for healthy food (MadMarked.net) by introducing sustainably sourced food through mostly local and always organic or biodynamic primary producers.

One of their strategies is to communicate to and with their followers on Facebook via the central MadMarked HQ (Head Quarter) and the individual shop pages. Through this social network platform, they post updates about the shops and their products, share links to articles about food related issues, and comment on current food issues whether addressed in the online media or through television programmes. The MadMarked HQ page is primarily intended for informative posts and the Præstø MadMarked is a live feed advertising of the shop, but there is often an overlap of information posted on both pages.

This study will explore the communication posted on Facebook to investigate how the information is received and what the characteristics of the target group are, in order to evaluate the effectiveness of the social media platform as a communicative medium. It will also measure the target group's susceptibility to gain new knowledge and if they are favourably disposed towards changing their behaviour and consumption pattern.

The MadMarked concept is just past a year old (in May 2014) and as such, it is still a small actor in the food provisioning business. The expansion of three additional shops in 12 months and an ambition to open 50 stores within four years as a mission to advocate for a sustainable and healthy food provisioning system for all the citizens in Denmark is what makes this an interesting and relevant case to study.

The next section will present the hypothesis, the research question, the underlying sub-questions and the scope and focus of the study.

2.1 Hypothesis

"*A hypothesis is an informed speculation, which is set up to be tested, about the possible relationship between two or more variables*" (Bryman 2008, p.694)

The initial hunch about the relationship between increased knowledge and a change in behaviour is partly rooted in the rational choice model, where it is believed that people are rational beings, who will sensibly modify their behaviour in accordance with the collective good (McMeekin & Southerton 2012, pp.348–349). The rational choice model is thoroughly described and contrasted with opposing views of the consumers in *Chapter 3: Theoretical Framework*, section *3.3 Consumers & Sustainable Consumption*. With this in mind, the hypothesis is still designed to accommodate this view of the consumer, to investigate whether the strategy of MadMarked's campaigning for a more sustainable food system is a sound idea, or if other means should be tested.

Hypothesis of the study:

When consumers are educated about the ecological and social consequences of the contemporary food system, and how to counteract this by consuming more sustainably, their pattern of consumption and behaviour would change accordingly and thus create a bottom-up effect in society.

The study therefore intends to investigate if there is a correlation between said increased knowledge and a change in behaviour, by answering the following research question and sub-questions below.

2.2 Research Question & Sub-Questions

The research question has shaped the entire study design and it continues to determine the common thread, which strings the report together. The question is framed in a dualistic manner, to express the explorative approach of examining the causal relationship between the two variables, and is as follows:

> *How can social media platforms be used to stage problematic ecological, social, and ethical issues in the contemporary food system and promote sustainable consumption through educating and encouraging consumers to change their consumption pattern?*

In order to investigate the data and to answer the research question, several related sub-questions has been formulated to guide the exploration process:

1. *What is the strategy behind MadMarked's communication on Facebook?*

2. *How are the issues being articulated?*

3. *Has the type of communication evolved since the beginning?*

4. *Who are the people following MadMarked on Facebook?*

5. *Is there a correlation between following Præstø MadMarked on Facebook and change in attitude and consumption patterns among the consumers?*

2.3 Scope & Focus

The focus of this study is based on the Præstø MadMarked Facebook page. There are five pages in total (Præstø, Store Heddinge, Lynæs, Skovsgaard, & HQ) owned by MadMarked, but the Præstø page has been active for the longest period of time and it has the largest following (2,114 likes). This number is twice as large as Lynæs, which has the second largest following. Furthermore, many of the posts on the other pages has been re-posts of something posted on Præstø and is therefore not unique. Præstø is also the first shop to open, and is therefore the primary page of the group.

It was also decided to forego the Twitter accounts, as they (at the time of writing) only functions as a mirror of Facebook, and therefore has no unique posts. The individual Twitter accounts only have 16 followers in total, while the equivalent to HQ, simply named MadMarked, has 81 followers. The single Instagram profile has six followers and only two posts. This made it irrelevant for the topic explored, as it is relatively inactive.

Chapter 3: Theoretical Framework

"A theory is a set of interrelated concepts, definitions, or propositions that specifies relationships among variables and represent a systematic view of specific phenomena" as defined by Portney & Watkins (Lindalh & Juhl 2009, p.47)

This chapter describes the set of interrelated concepts and definitions that form the theoretical framework and outline the academic argumentation that will take place in *Chapter 7: Discussion*. The thesis statement and research question has been the guiding element in the election of theories that will contribute to the clarification of the study (Lindalh & Juhl 2009, pp.49–50). Some words and phrases used in this study is specific to the academic topic at hand and/or have more than one meaning and/or connotation. In order to clarify these words and phrases, it is therefore necessary to define the exact meaning, as they are used in this context.

The first section will begin by defining and discussing the term 'food system' in relation to sustainability and its ability to be 'alternative'. From there, the next section will present the communication theories that will be used to understand and dissect the communicative content of Præstø MadMarked's Facebook page. The last section in this chapter will shed light on the different views on consumers as agents of change.

3.1 Food Systems: 'Contemporary' versus 'Alternative'?

This study sets out to explore how online communication can be used to create changes in the contemporary food provisioning system and that requires a clarification of the term food systems in the forms of which it will be utilised. The aim of this section is therefore to create a basis for a common understanding of what these terms mean by defining and discussing them.

The first definition is the neutral 'food system', as it is defined in English-language literature as referenced by Goodman (1997):

> *"To represent all processes involved in feeding a population, and encompassing the input required and output generated at each step. A food system operates within, and is influenced by, the social, political, economic, and environmental context."* (Esnouf et al. 2013, p.70)

This definition has no connotation or meaning, other than explaining the processes that occur in a 'food system". The second definition comes from the work of Malassis (1996) and Rastoin et al. (2010):

> *"an interdependent network of stakeholders (companies, financial institutions, public and private organisations) localised in a given geographical area (region, state, multinational region), participating directly or indirectly in the creation of a flow of goods and services geared towards satisfying the food needs of one of more groups of consumers, both locally and outside the area considered."* (Esnouf et al. 2013, pp.69–70)

The second definition outline the actors involved, both providers and consumers, and it ties them together in a supply and demand relationship. Both of the quotes describes the intricate and complicated nature of a food system, which have only grown more complicated as it has encompassed a global scale. As the underlying implicit focal point of this study is the vision of a sustainable food system, it is only reasonable to define the term before utilising it.

Sustainability in and of itself is a word with a broad meaning, which applies to many aspects of environmental issues. In this study, it is solely used in terms of sustainability in the food system and in relation to food in general. According to the American Public Health Association a sustainable food system, is

> *"one that provides healthy food to meet current food needs while maintaining healthy ecosystems that can also provide food for generations to come with minimal negative impact to the environment. A sustainable food system also encourages local production and distribution infrastructures and makes nutritious food available, accessible, and affordable to all. Further, it is humane and just, protecting farmers and other workers, consumers, and communities."* (Burlingame & Dernini 2012, p.264)

This definition is closely linked with the definition of a sustainable diet, which differs from sustainability in the food system, as something the consumers is in charge of as opposed to something decided by the market or state actor. Food and Agriculture Organization of the United Nations (FAO) proposed the following definition in a plenary session at the International Scientific Symposium 'Biodiversity and Sustainable Diets: United against Hunger' held in Rome 2010, which was accepted by the participants. It reads as follows:

"Sustainable Diets are those diets with low environmental impacts which contribute to food and nutrition security and to healthy life for present and future generations. Sustainable Diets are protective and respectful of biodiversity and ecosystems, culturally acceptable, accessible, economically fair and affordable; nutritionally adequate, safe and healthy; while optimizing natural and human resources." (Burlingame & Dernini 2012, p.7)

Both of the definitions highlights the inextricably link between human health and the health of the planet's ecosystems (Burlingame & Dernini 2012, p.7) and the American Public Health Association even mentions local production as a part of a sustainable food system. In order to investigate the setting for MadMarked, which is what, is called an 'alternative food provisioning system' because it offers an alternative to what is considered normal (Kneafsey et al. 2008, pp.26–31), it is crucial to unfold the debate of 'alternative' and 'localism'.

The concept of 'alternative' in relation to food has cause some debate, as the attribute that brings the name is the idea of a different supply chain, than the contemporary food system. They are generally 'shorter' in symbolic and material terms, than the 'longer, more complex, and rationally organised chains' that is in the industrial food system. The difference therefore lies in a shorter supply chain, with a 'shorter' way from producer to consumer, and that the food reaches the consumer with information about its origin and production methods embedded (Kneafsey et al. 2008, pp.26–31).

The food contains information and quality clues, which is communicated by the seller of the food, to allow the consumers to make a judgement as to the value of the food. Lately, the lines between 'contemporary' and 'alternative' has begun to become blurred, as the commercialisation of organic food products have become more mainstream and hence more widely distributed. Is an organic apple still 'alternative' if it has been mass-produced and shipped around the globe, or if it relies on the exploitation of migrants workers? (Kneafsey et al. 2008, pp.26–31)

Much of the early discourse surrounding 'alternative' also covered 'local', 'organic' and 'community', but these terms are also subject to much debate, and there is not standard definition. Organic has of course become a certified term in Denmark as well as in other countries, but this is also what changed the term from a grass-roots movement to a term that could be commercially exploited. It is also possible to romanticise the notion of 'alternative', which could

lead to a position of less critical reflection compared to the more mainstream food provisioning systems (Kneafsey et al. 2008, pp.26–31).

3.2 Online communication & Social Marketing

Traditional communication theory consists of three elements: a sender, a medium, and a message. The communicator then chooses a medium to convey his or hers message. Ultimately, it also requires a receiver, who understands the message and acts upon it. Fast forward to the age of digital communication, which introduced a paradigm shift in terms of mass-communication. Through the internet everybody is possible receivers AND senders, and the passive role of receiving a message has changed into an active one (Ebbesen & Haug 2009, p.13).

When MadMarked posts a message on Facebook, it is possible for the receivers to express a quick acknowledgement in the form of a "like". Furthermore, they have the option of responding directly to MadMarked by posting a comment below the original post. This creates the possibility of an instant relation between the sender and the receiver, and it is therefore rewarding to think of the communication in terms of networks and relations, rather than the traditional linear model of sender-message-receiver (Ebbesen & Haug 2009, pp.14–15).

When communicating on digital platforms, it can be beneficial to think of it as a process in links. First communication link is when the sender posts a message. This message is then received and processed by the recipient in the second link. The third link occur, when the recipient responds to the message, either straight away or later. Then the communication is considered successful. (Ebbesen & Haug 2009, pp.14–15). The interaction of likes or comments on a Facebook message is therefore important, in order to determine how the communication has been received.

Communicating in order to reach a defined goal is accompanied by a great deal of wishful thinking and the expectation of the potential of information in terms of creating changes in peoples' behaviour is most often exaggerated and unrealistic. It is therefore important to define what the measure of success is, prior to determining if a communication campaign was effective in achieving its goals. Sometimes it could be useful to discriminate between outcomes resulting from the primary communication (the message) and the outcomes resulting from other aspects of the activity or the situation it has created (Windahl et al. 2009, p.22).

This is particularly interesting in the case of MadMarked, who communicate online to both advertise for the shops but also with the intent of educating their customers and thereby causing a change in behaviour. Outcomes resulting from other aspects than the actual message is classified as unintended effects, which could possibly contribute to the overall success even if the outcome was not directly related to the actual message in the first place. Usually the outcomes directly related to the communication plan is called 'effects', while the unexpected and unintended other aspects are called 'consequences' (Windahl et al. 2009, pp.22–23).

It is important for communication planners to remember the distinction between 'effects' and 'consequences', when they measure the success of the campaign, but also when they are shaping their messages. A consequence could also be negative in the sense that the receivers are becoming desensitized to other similar aspects of issues, if the communication is purely one-sided in favour of one issue (Windahl et al. 2009, p.23).

Almost every model of communication includes some form of feedback, which is often measured as 'effect' because the message has been received. Feedback is a reaction from the receiver in relation to the sender's communication (Windahl et al. 2009, p.23). On Facebook, this would often be in terms of 'like', comments, or 'shares'[2].

The communication model that resembles the strategy of MadMarked is the 'social marketing' model. Social marketing is used to advance a social cause, an idea, or a certain type of behaviour. It seeks to increase the acceptability of a social idea in its target groups, by using marketing principles and techniques such as market segmentation, consumer research, and communication. Compared to commercial marketing, social marketing operates in less profitable markets and market segments. Another difference is that social marketing might challenge powerful interest groups (e.g. conventional agri-business), or that the product or behaviour being advanced is not always desirable by the receiver (e.g. choosing more expensive foodstuff to be a 'green consumer'). It could even be that an increase of demand may be dysfunctional due to a lack of availability of the product (Windahl et al. 2009, pp.122–128).

In its most general form, social marketing is used to create social changes. Kotler (1982) identified four types of social changes (Windahl et al. 2009, pp.126–127);

1) Cognitive change (i.e. increase knowledge)
2) Action change (e.g. incite demonstrations)

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[2] When users share a post by posting it on their on wall or on the wall of a friend. This makes the post visible to everybody in that person's social network, and thus reaches a bigger crowd.

3) Behavioural change (e.g. encourage green consumption)

4) Value change (e.g. advocate sustainability)

The theory outline in this section will be utilised in *Chapter 7: Discussion*.

3.3 Consumers & Sustainable Consumption

A crucial part of this study relies on consumer behaviour and the end goal of sustainable consumption. It is investigated by the dualistic focus on communication and its uses as a mean to changed consumer behaviour. This section will therefore investigate the theories that surrounds consumers and the concept of sustainable consumption.

Increasing evidence is pointing to a relation between escalating final consumption, which is the consumption of goods and services by private consumers, and ecological impacts. This makes consumers and their behavioural patterns a prime target for the policy rhetoric, as it is perceived to be a less expensive way of moving towards more sustainable societies than the otherwise needed massive investment in infrastructural technology development and implementation. To decrease the environmental impact of final consumption, people should be consuming less or making different choices in what to buy, and in reality, how to live one's life (McMeekin & Southerton 2012, p.346).

      Consumers is a relatively flexible term, and its connotation change according to which field it is being used in. For example, economists use it to describe those who spends money and nutritionists mean people who eat food, but people rarely refer to themselves as consumers (Kneafsey et al. 2008, p.10). It is not only the public policy-makers that are interested in consumers as agents of change, it is also the private markets that are interested in consumers, who needs to be persuaded to "act differently". For instance, to buy or consume differently, to eat healthier and leave smaller environmental imprints or to simply keep the wheels of society running by spending money (Kneafsey et al. 2008, p.10).

3.3.1 The dualistic consumer: 'sovereigns' or 'slaves'?

The nature of consumers are often polarised in a dualistic manner, wherein one is either a sovereign of the market or a slave of commodities (Sassatelli 2008). The former is knowledgeable, has high standards and expectations combined by an understanding of the contradictory

complexity of information that surrounds food and the food system. The dupe consumer is on the other hand, anxious and confused, unable to grasp what is happening. This portrays a consumer as either intelligent and powerful, or stupid and manipulated.

Another dualistic idea is that of the consumer as an individual dominated by the need for personal, largely material gain, versus the citizen who takes "the greater good" into account and places collective interest over private. The latter is also referred to as the 'conscientious', 'green' or 'ethical' consumer, who is highly sought after by politicians as a means of addressing the issues of 'over-consumption' (Kneafsey et al. 2008, p.11). Instead of "*expecting the heroic minority of green shoppers to shop society's way out of unsustainability*" the government and market actors should rather focus on the mainstream consumers (Sustainable Consumption Roundtable 2006, p.3).

This unilateral view of the consumer as the key to sustainable change is numerous, but still the question is, how much should the consumer be expected to know and be responsible for? (Kneafsey et al. 2008, p.1). Another example is this quote by the World Economic Forum:

> "*Consumers are the key shapers of the global economy through their product choices and their engagement as members of social networks and communities, and as global citizens. Setting social norms for sustainability, and recognizing the influence of context on decision-making, offers a new way of unlocking transparent and open citizen engagement.*" (World Economic Forum 2011, p.5)

The consumer is often conceptualised as a relatively autonomous individual, who exercises choices or decisions in relation to the different products or services, which they can buy. This view is rooted in the 'portfolio model of the actor', described by Whitford as

> "*…in which individuals carry a relatively stable and pre-existing set of beliefs and desires from context to context. Given the situation, they select from this portfolio "those elements that seem relevant and [use] them to decide on a course of action*" (McMeekin & Southerton 2012, p.348)

This portfolio model can be applied to the rational choice theory, in which the consumers will **conform** to the model of rational actors and see the sensibility of modifying their consumption, for example to help save the planet (McMeekin & Southerton 2012, p.349).

The thesis hypothesis behind this study could indeed be classified as a rational choice statement, because it sets out to investigate if an increase in knowledge will induce a change in

behaviour. This is built on the understanding that consumers would necessarily make rational choices, if educated about the consequences. It is designed deliberately thus, as this is the underlying basis of MadMarked (see appendix 1) and this is intended to explore if the use of a social platform to help bring about the change in the food system that they deem necessary.

Years before the Internet came into existence, it was anticipated that this would change the dynamics of power between sellers and buyers in favour of the latter. Also, the ability to extend the word-of-mouth information to engage in dialogue with an unlimited number of follow consumers is empowering to the individual (Rezabakhsh et al. 2006, p.14).

Besides that, the Internet did increase the consumers access to information in terms of quantity and quality (Rezabakhsh et al. 2006, pp.3–4), but because it is impossible to weigh up the pros and cons of every item before purchase, most decisions rely on shortcuts, such as price, position, and packaging. This is because the complexity of information required to make a judgement in terms of sustainability leaves most consumers confused and disempowered, even the 'green shoppers' (Sustainable Consumption Roundtable 2006, p.15).

This section outlined the perception of the consumer as seen from different angles. This study employs a more nuanced perception, and acknowledges that the world is more complex than a dualistic approach. The next section will describe the notion of 'implicatory denial' and the option of 'choice editing as means towards a sustainable society.

3.3.2 Choice editing to counter 'implicatory denial'?

What speaks against the rational choice model is the concept of 'implicatory denial', which is when people fail to respond accordingly to the moral and rational codes of the day. This is for instance applicable to the myriad of issues in the contemporary food system, where the mere act of thinking about it could raise disturbing emotions of fear about the future, helplessness, and overwhelming guilt. Through the collective agreement to ignore the issues, consumers are able to acknowledge that there is a problem, while at the same time pushing it from their minds (Carolan 2004, p.257)

Citizens in wealthy nations, who fail to respond to the issue of climate change, may benefit in short-term economic terms as well as in emotional terms. Identity conflicts and psychological entanglement that could arise from being the ones "who are doing wrong" is

thereby avoided. Although these people will not escape the consequences of the climate change/food system issues, other less fortunate people will suffer the consequences first (Carolan 2004, p.258). Implicatory denial is therefore a method to keep business-as-usual.

'Choice editing' is a concept of limiting the choices on the shelves in order for the consumers to choose more sustainably sourced foodstuffs, as a greater selection of goods leads to quicker, less reflective decisions (World Economic Forum 2011, p.14). It is about shifting the field of choice by for example, cutting out unnecessarily damaging products, and introducing the sustainable products. When consumers are concerned about an issue, but experience difficulties in acting on them, the concept of choice editing is compelling. Instead of facing the daunting prospect of having to navigate the complexities of sustainable food, they can rest assured that it has been taken care of (Sustainable Consumption Roundtable 2006, p.16).

Understanding how consumers choose is the prerequisite for engaging them in transforming the world into a more sustainable economy, because the shift towards sustainable consumption is not happening fast enough. Only the minority of 'green consumers' are proactive, and the majority is uncertain about the claims of sustainability and their own ability to foster real change (World Economic Forum 2011, p.13). Consumer decision-making relies on the three levels, shown in the figure below.
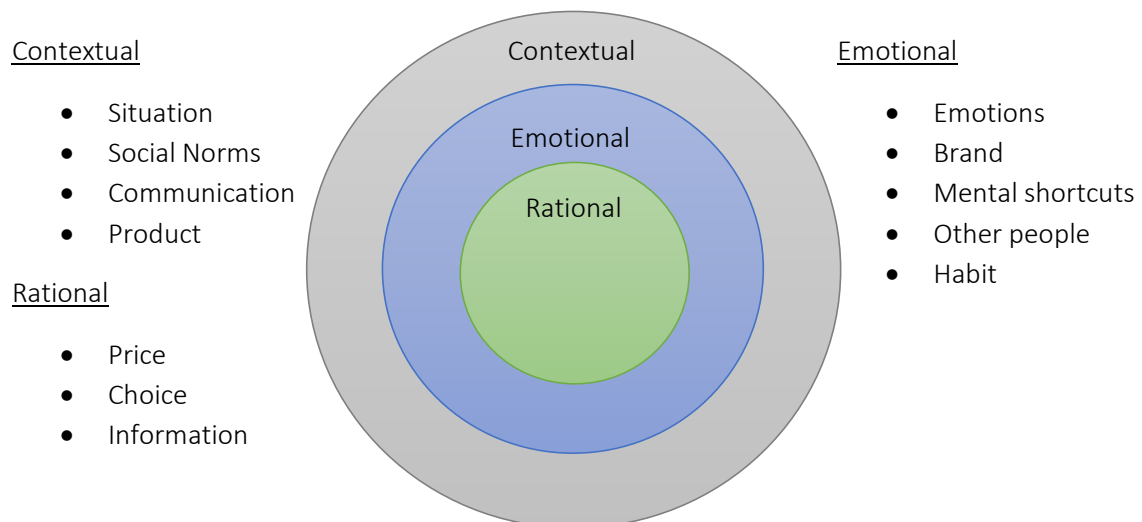

Contextual
- Situation
- Social Norms
- Communication
- Product

Rational
- Price
- Choice
- Information

Contextual
Emotional
Rational

Emotional
- Emotions
- Brand
- Mental shortcuts
- Other people
- Habit

Figure 1 Influences of consumer choice (World Economic Forum, 2011, p. 13)

Rational decision are based on prices, attributes, and product performance. Even though the single biggest factor is price, a decision is rarely based purely on the rational level. As 70% of items purchased every week are repeat purchases, many decisions contain little or no conscious consideration. They are the emotional purchases based on habit, emotion, or a mental shortcut. The third level, the contextual, is the environment that surrounds the consumer, and social norms such as a personal recommendation or if the choice is visible to other (World Economic Forum 2011, p.13)

Based on this perception of what influences consumers decision-making, World Economic Forum argues that choice editing is more effective, rather than increasing the amount of information on products, which could result in further confusion and feeling of disempowerment (World Economic Forum 2011, p.14)

Chapter 4: Mixed Methods Methodology

This chapter provides a framework for the research design, as well as a description of the methods employed during the empirical data collection. The objective of the study is to explore the possible relationship between a company sharing information on a social media platform and a change in consumer behaviour caused by increased knowledge. This combination of exploring online social media content and investigating the potential changes caused to consumer behaviour prompted a mixed methods approach, rather than a strictly qualitative or quantitative methods approach.

The following definition of mixed methods is based on an analysis of several mixed methods researchers' individual definition by Johnson and Onwuegbuzie,

> "*Mixed methods research is the type of research in which a researcher or team of researchers combines elements of qualitative and quantitative research approaches (e.g., use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques) for the broad purposes of breadth and depth of understanding and corroboration.*" (Johnson et al. 2007, p.123)

The mixed methods research can be approached differently, depending on the sequence of methods or it they are used alongside each other (Matthews & Ross 2010, p.145). This study employed qualitative methods to examine the MadMarked concept in depth and the communicative content on Facebook, before exploring the attitude and knowledge of consumers through a quantitative method. Using the qualitative methods prior to the quantitative enables the researcher to explore the concepts of the research area and decide on the important topics to investigate in the quantitative research (Matthews & Ross 2010, p.145). The mixed methods approach also brought a completeness to the study, which could not be obtained otherwise (Bryman 2008, pp.612–613).

The division of qualitative and quantitative can also be described in a different way, as illustrated in Figure 2 below. The paradigms of qualitative and quantitative are situated at opposite ends, with the mixed paradigm in between. A mixed method researcher can find him or herself in different categories of mixed methods, with either a qualitative dominance, a

quantitative dominance or a pure mixed method approach where the qualitative and quantitative are of equal status (Johnson et al. 2007, pp.123–124).
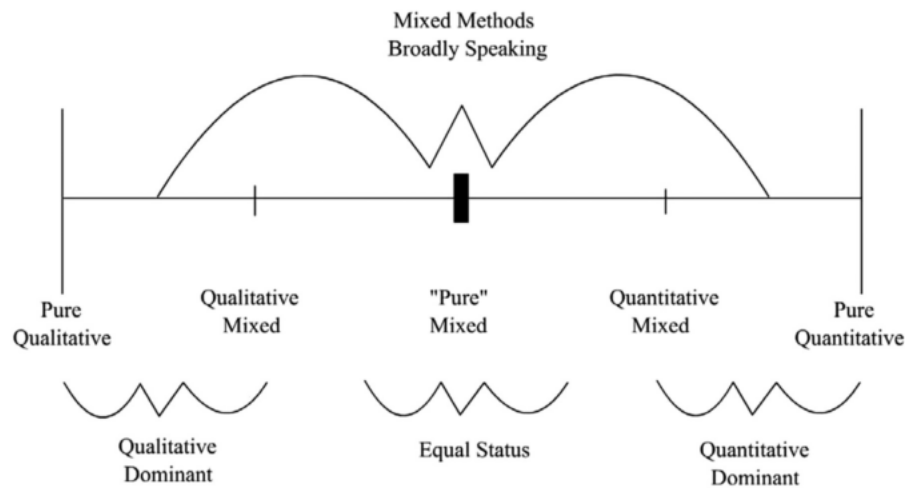

Figure 2 Graphic of the three major research paradigms, including subtypes of mixed methods research (Johnson et al. 2007, p.124)

This study is securely anchored in the middle with an acknowledgement to the fact that the qualitative and quantitative methods are of equal value and importance to the research. To expand on the considerations and reflections represented in this chapter, the structure is loosely inspired by Greene's generic framework of domains,

> 5.1. Philosophical Assumptions and Stances
>
> 5.2. Inquiry Logics
>
> 5.3. Guidelines for Practice (Greene 2008, pp.7–22)

The first domain is anchored in the philosophy of science and it investigates the fundamental philosophical or epistemological assumptions of the research's methodology. The second is what is traditionally called "methodology" and refers to the broad inquiry of purposes questions. The third describes the specific procedures and tools that were used to conduct the research. The fourth domain is not included, as it outlines the interest and commitments that surrounds the research and location, in which the research is situated (Johnson et al. 2007, p.128). That was not deemed relevant, as this study is only a master thesis, and not a full scientific project.

4.1 Philosophical Assumptions and Stances

> *"Social science is about 'exploring, describing, understanding, explaining, predicting, changing or evaluating some aspect of the social world…'what', 'why' and 'how' questions."* Blaikie, 1993 (Matthews & Ross 2010, p.30)

Philosophy of science is an attempt to address questions such as; what is knowledge, how is reality understood in different scientific approaches, and what makes the research valid? (Sørensen 2010, p.11). The following section is an argument as well as a discussion of which scientific understanding has influenced and shaped the process and outcome of the study.

The topic of the thesis is located in the field of social science, which is the discipline of examining behaviour and society. This approach focuses on the interplay between (groups of) individuals and society or other objects (Sørensen 2010), rather than the quantitative measurement of the natural world that is the characteristics of the natural sciences. Though there are some quantitative measurements in the data collection for the study, it is used to explore the opinions, attitudes, and self-reported behaviour of the participants, and hence still rooted in the field of social sciences.

As this is a small-scale study, it is obvious that it cannot be used to obtain a generalised conclusion on the subject, but rather a description of the reality as seen through the eyes of the participants. The purpose of the study is to conduct an exploratory research to investigate if there is a causal relationship between offering knowledge online and a change in behaviour with the recipients, in relation to an increase in knowledge. Operating in the social science field means that I cannot separate myself as a researcher from the social world, as it provides the subject matter of my research. This is one of the factors that distinguishes this field from that of the natural sciences (Matthews & Ross 2010, p.20).

There are five different ways of obtaining knowledge and it is important to recognise the difference from where one's knowledge stems from. A researcher may need to challenge knowledge rooted in belief or authoritative ways of knowing, in order question the authority and to be aware of assumptions. Experimental knowledge should be reflected on to acknowledge how it influences the research. Most useful of these ways of knowing, is the theoretical and empirical

knowledge, which help the researcher work out a response to a problem or test hypothesis against other researchers' empirical data (Matthews & Ross 2010, pp.21–22).

It is also necessary to consider ontology in terms of understanding the way the social world is seen to be by the researcher and what assumptions are made in relation to the reality of the social phenomena that is the social world. This study is mostly influenced by the constructivist position, which asserts that the social phenomena is only real in the sense, that the social actors involved continually rework their social world through their interactions and reflection. It also means that the researcher brings his or hers own understanding and meanings to the study, rather than being considered as objective (Matthews & Ross 2010, pp.23–27).

The epistemological approach presents and justifies what is considered knowledge as a separate entity from belief. Seeing as this study explores the attitudes, opinions, and knowledge of a group of consumers, it leans toward an interpretivistic position, as it gathers people's understandings as knowledge (Matthews & Ross 2010, p.28).

4.2 Inquiry Logics

The methodological approach of this thesis study is based on the hypothesis that **increased knowledge creates changes in attitudes and behaviour**. In this case, it is the increased awareness of ecological, social, and ethical issues in the contemporary food system, which should affect consumers to change their consumption patterns. The study is therefore built on a research question with sub-questions that explores the two issues and the correlation between them, namely the method of using social media platforms to inform and educate, and the possible change in consumers' attitude and behaviour afterwards.

To uncover the necessary empirical data to answer the research question several methods are employed, and these ranges from qualitative to quantitative in the form of a thematic text analysis, semi-structured interview and a web-based questionnaire, which is described in section *4.3 Guidelines for Practice*. When investigating the possible use of social media platforms as a communication tool, the study will focus on the first of MadMarked's Facebook pages that were created for the first shop in Præstø. This page, Præstø MadMarked, has been online roughly one and a half years and has the largest following of all the pages yet. It also boasts the biggest amount of unique post and is therefore the most relevant to analyse in terms of this study. Section *4.3.3*

Thematic text analysis of Facebook posts will describe the process of the thematic analysis and explain the selection criterions used.

To investigate if there is a correlation from the knowledge being offered online to the increased awareness and the subsequent change in attitude and behaviour, a web-based questionnaire exploring both perceived knowledge as well as actual knowledge is shared through Præstø MadMarked's page in collaboration with MadMarked A/S. Further description of this is located in section *4.3.4 Web-based questionnaire*.

4.3 Guidelines for Practice

The preliminary research began by searching through literature in books and in scientific papers. This formed the basis of knowledge in which the interview was designed and completed. Equipped with the information from the interview, an understanding of the purpose of the communication on Facebook was reached and employed to process the data posted on Facebook. The understanding of what was posted was then used while designing the web-based questionnaire in order to make sure that this method collected the right type of data.

4.3.1 Literature Search

Searching for literature is an important first step in the beginning of a study, as it gives the researcher a point of departure for the research. Part of the process is considering how the topic has been investigated previously to help develop and refine the thesis statement and research question for this study (Matthews & Ross 2010, p.93). In this case, the first motive was to investigate the underlying problems in the contemporary food system to understand the context of an alternative food system, such as MadMarked. Later, it was to examine the consumer role in relation to sustainable consumption and alternative food systems, which for example lead to the concept of a citizen-consumer and choice editing.

This section will describe how the literature search was executed. The search was conducted by searching for studies and literature related to the research field with certain key words (food systems, sustainability, alternative food systems etc.). This resulted in books, journal articles, and grey literature (for example published by a government or a NGO).

The literature search for this study was inspired by the qualitative non-probability sampling method by the name of snowball sampling. This method is usually employed with persons of interest to the study, who refer the researcher to other people, who might be relevant to interview. This takes place in stages, where a primary group of people are identified and interviewed. These interviews would then help identify a second group of people to interview, and so forth (Bryman 2008, pp.184–185).

By using the method loosely transferred to literature search, it was possible to identify more literature through the works of other authors. A simplified description of the method as used is shown below (see Figure 3).

Phase 1
- Key words: sustainable food systems
- Search: Danish libraries search engine
- Located: books

Phase 2
- Keywords: food system, sustainability, alternative food systems, consumption
- Search: Scholar.google.dk
- Located: journal articles from scientific journals

Phase 3
- Search: in the references section in relevant books from phase 1
- Located: online newspaper articles, articles, reports

Figure 3 Snowball sampling method

For easy organising and referencing, the journal articles and reports were imported into Mendeley, which is a software programme created to organise material as well as read and annotate continuously. It also features an extension that can be installed to create automatic bibliography and referencing in text programmes.

The use of snowball sampling does have certain drawbacks, such as not identifying possible relevant literature, because it did not show up in the search field. This might lead to some literature being unknowingly omitted from the research and thus the analysis and conclusion. This suggests that there is no guarantee of a comprehensible or accurate search, which may introduce some distortions into the study (Klein & Kleinman 2002, p.32).

4.3.2 Semi-structured Interview

The researcher using the qualitative method of semi-structured interviews most often has an interest in investigating people's experiences, behaviour and understandings to explore how and why they experience and understand the social world as they do. The objective is usually both to obtain any information that the participant can give about the research topic as well as explore how they expresses themselves (Matthews & Ross, 2010, p. 221-222). The semi-structured interview conducted in the data collection for this thesis is investigating the intention and strategy behind the online communication posted by MadMarked on their Facebook pages.

The goal is to explore and understand the overall purpose of the communication strategy, which then will form the basis of background information in relation to the design of the online survey exploring the knowledge and attitudes of the users following the Facebook pages.

Before the interview took place, a semi-structured interview guide was designed to make sure that all of the relevant points would be covered, and to suggest opening lines to approach the different topics. It acted as a guide to aid the interviewer with an agenda for the interview, while at the same time enabling the participant to talk in his or her own words and as fully as possible. Because of this, it is not simply a list of questions, but a help to the interviewer (Matthews & Ross 2010, p.227).

The interview guide used probes by referencing the interviewer's knowledge of the participant's professional background and that of the company's, to lead op to the questions asked. As the interview is constructed to investigate a communication strategy rather than a personal issue, it is not inherently in danger of breaching any ethical issues normally related to semi-structured interviews in the realm of social sciences (Matthews & Ross 2010, p.226). The only issue is the potential gathering of trade secrets, but the participant gave consent to the usage of information gathered during the interview, as he was informed of the purpose.

The interview was fully recorded and then partly transcribed by listening and making detailed notes under headings or themes, in order to include verbatim quotes where particularly pertinent points was expressed in the participant's own words (Matthews & Ross 2010, p.198).

The interview was conducted by a single researcher and it took place in a meeting room at the office of the participant's place of work. As both the researcher and the participant is Danish, both the interview guide as well as the interview was completed in Danish, even though the

report is in English. Prior to the interview, the research topic had been explained during an email exchange, in order to let the participant know the objective of the meeting. During the actual interview, the participant succeeded in answering most of the questions prepared without prompts in the initial introductory monologue lasting approximately 50 minutes. The last questions were answered comprehensively during the other half with minimal prompts from the researcher.

4.3.3 Thematic text analysis of Facebook posts

MadMarked launched their first Facebook page in January 2013, some months prior to the actual opening of their first store. The page is named Præstø MadMarked, in correspondence to the physical store. Later other pages have followed as more stores have been announced and/or opened in other places. These other pages have primarily been reposting the posts from Præstø MadMarked, or updating the followers of the construction progress of the shops. Because of this, only the Præstø MadMarked page has a large amount of unique posts and it is therefore chosen as the research case for this study.

As of the time of writing in April 2014, the page has garnered a following of 2,114 users and contributed with a wealth of 514 posts. Because of the large number of posts, it was necessary to categorise them into predetermined themes to be able to select the ones that would be interesting to the study's topic. The analysis consists of two sections, which is an overall analysis on the evolving nature of the communication as well as a specific analysis of single posts, in order to examine the content of certain posts that contains information on food systems.

The complete data of Præstø MadMarked Facebook was collected by using NVivo 10, which is a software programme capable of 'capturing data' (NVivo terminology) on social media platforms. Through an extension installed in the browser, NVivo captures the entire content of a Facebook page and arranges it in a datasheet. This encompasses both the posts by Præstø MadMarked as well as both the comments on posts and the isolated messages from the people who follow. It is only the posts by Præstø MadMarked that will be categorised in order identify the significant posts.

When the dataset is imported into NVivo 10, it is then possible to code the content by creating 'nodes'. To investigate what kind of messages MadMarked was posting on their page, themed notes were creating while exploring the dataset. NVivo 10 captured 3,258 unique entries in the datasheet, which was then sifted thoroughly by the research. Firstly to separate the posts

by Præstø MadMarked from the numerous comments and reviews, and secondly to divide them into categories (See Table 1).

Node category	Description
Events	Art exhibitions, local events etc.
Information about food issues	Posts about conventional food systems, GMO issues, reminders and comments of documentaries in TV.
Mad AkaDemiet	Information in regards to Mad AkaDemiet (Food Academy), an open access course on food and food related issues focused on MadMarked staff, but locals are welcome.
Madsal	Information about the weekly dinner event on Thursdays as well as photos from Thursday Night dinners.
Media on MM	Links to newspaper articles about MadMarked
Practical information	Opening hours etc.
Product & Shop Marketing	Product and/or shop advertisement, often cross-coded with Supplier Advertisement. Contains posts promoting for example freshly baked bread, newly arrived produce or events at its own or other of the MadMarked shops.
Supplier Advertisement	Posts that namedrops suppliers, often in story telling posts. Often cross-coded with Product & Shop Advertisement and Madsal posts.

Table 1 Categories of nodes in NVivo 10

The captured data contained every post and comment from the page's first post on January 28th 2013 to April 30th 2014. This was chosen due to the timeframe of the study, but unfortunately this meant missing out on May, which was the 1st year celebration of the first shop and therefore subject to a flurry of activity on the page. Nonetheless, the chosen timeframe resulted in 514 unique posts and it is therefore considered a suitable data collection to reflect a normal year's posts for this study's scope.

As the content posted on Facebook is often complex and containing more than one message, the posts will sometimes be coded at more than one theme. As an example, the MadSal posts often contains a reference to the supplier of the food, and is therefore coded at both MadSal and

Supplier Advertising nodes. This of course complicates the analysis of posts, but is still an accurate reflection of the communication offered on Facebook.

To investigate the data prior to the analysis some of the relevant themes are portrayed in a linear graph to explore the diversity of the communication. This will be presented in 6.3 Development of communication type. The relevance is determined by the nature of the posts in relation to the research topic. The theme of 'Events' is for example of little relevance to the research question, whereas the 'Supplier Advertising' might be applicable but is too often cross coded with 'Product & Shop Marketing' to have a unique field of exploration.

The posts coded at 'information about food issues' were identified by text about the food system, the industrial agri-food sector, ecological, social, and ethical issues and at the same time, a lack of product advertisement, which was typical of the other posts.

4.3.4 Web-based questionnaire

The web-based questionnaire is a research tool and as such, the validity of the tool is whether it measures what it claims to measure (Matthews & Ross 2010, p.216). Similarly, to the semi-structured interview, the web-based questionnaire is useful for the social science researcher when investigating social issues and phenomena. This is true both in case of gathering factual data, for example, demographic variables such as age, gender and income, but also in case of gathering information on people's ideas, attitudes, knowledge, opinions and experiences (Matthews & Ross 2010, pp.203–204).

In this thesis, the web-based questionnaire is used to gather background variables, but the primary intention is to explore the knowledge and attitudes of the people following MadMarked on Facebook. The demographic data will be used to identify if the target group is equal to the participating group, by comparing the age and gender to the statistical insight data on Facebook.

In order to reach the intended participants, the web-based questionnaire was designed in Danish and created in an online web-based questionnaire client in order to be circulated by link. The online client made it possible to filter questions and thus ask different questions, depending on the previous answer. It also provided the ability to download an Excel dataset and its automated processes minimised the possibility of human error (Bryman 2008, p.646).

To get as many full answers as possible, the web-based questionnaire was designed to take less than 8 minutes and purely closed answer possibilities, as people tend to give up on too

long questionnaires or the ones that uses a lot of open questions (Bryman 2008, p.648). Prior to the launch on Facebook, the questionnaire was pre-tested on several individuals, who commented on the usability and comprehension of the wording. The pre-testing group of 16 people, contained both genders, academic and non-academic, different academic fields and ranging in age from 24 to 63 years.

MadMarked agreed to collaborate for this data collection and distributed the web-based questionnaire link through their Facebook pages. This was unfortunately done at an inopportune time and could feasibly have had an adverse effect of the amount of people who participated. According to Bitly[3], who has made a study of the traffic through their links, their data shows that the best time to post on Facebook is between 1-4 pm in the weekdays (see Picture 6).
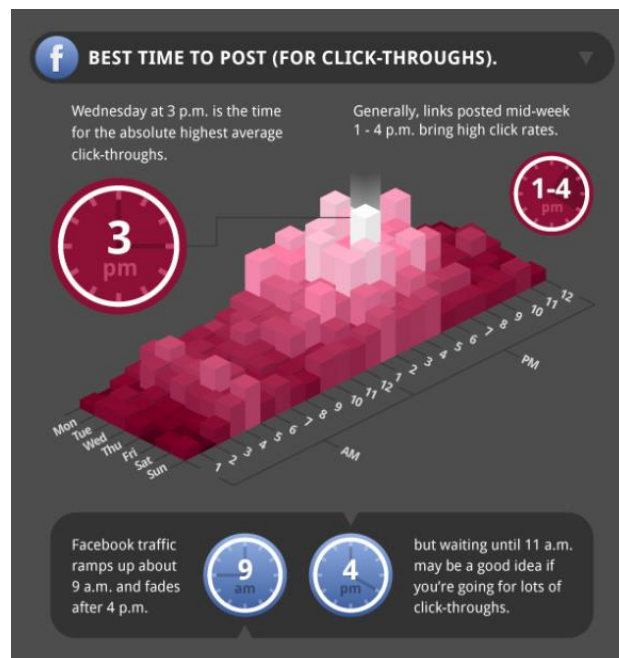
Picture 6 Best time to post on Facebook according to Bitly

The link to the web-based questionnaire was posted at 11:30pm and it received 118 full answers and 15 partial answers in three days. The web-based questionnaire was closed 5 days later, when no one had answered in two full days. This possible unfortunate time of posting was out of the researcher's hand, as the link was delivered via e-mail before 5pm on the day before it was posted online.

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[3] Bitly makes sharing links on social media platforms with a limited text count like Twitter, easier by compressing the link into a smaller address (www.bitly.com – accessed May 18th 2014)

Chapter 5: Results from web-based questionnaire

This section will present the results and describe the dataset collected through the web-based questionnaire. The data collection resulted in 134 answers, of which two responded that they did not follow Præstø MadMarked on Facebook and 15 only provided partial answers. After omitting the two respondents that were not in the target group and the 15 partial answers, there is 117 usable answers. The presentation will begin with the demographic variables to describe the respondents and then continue to the questions.

5.1 Demographic Variables

Gender

	Respondents	Percent
Female	89	76,1%
Male	28	23,9%
In total	117	100,0%

Table 2 Gender of respondents

Age

	Respondents	Percent
Below 13 years	0	0,0%
13-17 years	0	0,0%
18-24 years	4	3,4%
25-34 years	11	9,4%
35-44 years	31	26,5%
45-54 years	30	25,6%
55-64 years	31	26,5%
65 years or above	10	8,5%
In total	117	100,0%

Table 3 Age of respondents

Gender by age

	Women		Men	
	Respondents	Percent	Respondents	Percent
Below 13 years	0	0,0%	0	0,0%
13-17 years	0	0,0%	0	0,0%
18-24 years	4	3,4%	0	0,0%
25-34 years	10	8,5%	1	0,8%
35-44 years	21	17,9%	10	8,5%
45-54 years	26	22,2%	4	3,4%
55-64 years	23	19,7%	8	6,8%
65 years or above	5	4,3%	5	4,3%
In total	89	76,1%	28	23,9%

Table 4 Gender by age of respondents

Location

	Respondents	Percent
The Capital Region of Denmark	61	52,1%
Region Zealand	40	34,2%
North Denmark Region	3	2,6%
Central Denmark Region	1	0,9%
Region of Southern Denmark	12	10,3%
In total	117	100,0%

Table 5 Location of respondents

No. of people living at home above the age of 18 (Incl. respondent)

	Respondents	Percent
1	38	32,5%
2	67	57,3%
3	10	8,5%
Over 4	2	1,7%
In total	117	100,0%

Table 6 No. of people living at hove above the age of 18 (Incl. respondent)

Household income before tax

	Respondents	Percent
0-99.000 DKK	6	5,1%
100.000-199.999 DKK	6	5,1%
200.000-299.999 DKK	7	6,0%
300.000-399.999 DKK	16	13,7%
400.000-499.999 DKK	10	8,5%
500.000-599.999 DKK	16	13,7%
600.000-699.999 DKK	8	6,8%
700.000-799.999 DKK	13	11,1%
Over 800.000 DKK	21	17,9%
Do not wish to reply	14	12,0%
In total	117	100,0%

Table 7 Household income before tax of respondents

Level of education (finished)

	Respondents	Percent
Up to 9 years of school	0	0,0%
Vocational degree (a non-academic trade or craft)	5	4,3%
Business school	7	6,0%
Upper secondary school	6	5,1%
Higher education (below 3 years)	11	9,4%
Higher education (3-4 years)	67	57,3%
Higher education (5 years and above)	19	16,2%
Do not wish to reply	2	1,7%
In total	117	100,0%

Table 8 Level of education of respondents

Occupation

	Respondents	Percent
Full-time permanent employee	38	32,5%
Unskilled worker/Semi-skilled/Skilled worker/	8	6,8%
CEO/Manager/Mid-level manager	7	6,0%
Self-employed	11	9,4%

Unemployed	3	2,6%
In education	11	9,4%
Retired	21	17,9%
Other	17	14,5%
Do not wish to respond	1	0,9%
In total	117	100,0%

Table 9 Occupation of respondents

5.2. Answers about Facebook

Which Facebook pages do you follow? (Multiple answers allowed)

	Respondents	Percent
MadMarked HQ	12	10,1%
Præstø MadMarked	41	34,5%
St. Heddinge MadMarked	12	10,1%
Lynæs MadMarked	63	52,9%
Skovsgaard MadMarked	17	14,3%
None of the above	2	1,7%
In total	119	

Table 10 Replies to "Which Facebook pages do you follow?"

Why do you follow MadMarked on Facebook?

I would like to keep up with what is happening in the local MadMarked

	Respondents	Percent
Strongly agree	83	70,9%
Agree	31	26,5%
Neither agree nor disagree	3	2,6%
Disagree	0	0,0%
Strongly disagree	0	0,0%
In total	117	100,0%

I want to see what the menu offers on the Thursday Night buffet

	Respondents	Percent
Strongly agree	46	39,3%
Agree	36	30,8%
Neither agree nor disagree	20	17,1%
Disagree	5	4,3%

Why do you follow MadMarked on Facebook?		
Strongly disagree	10	8,5%
In total	117	100,0%

I would like to learn more about our food and/or how it is produced

	Respondents	Percent
Strongly agree	42	35,9%
Agree	47	40,2%
Neither agree nor disagree	21	17,9%
Disagree	5	4,3%
Strongly disagree	2	1,7%
In total	117	100,0%

I am interested in the events that are taking place at the MadMarked shop

	Respondents	Percent
Strongly agree	56	47,9%
Agree	43	36,8%
Neither agree nor disagree	13	11,1%
Disagree	5	4,3%
Strongly disagree	0	0,0%
In total	117	100,0%

I'm generally interested in food

	Respondents	Percent
Strongly agree	55	47,0%
Agree	44	37,6%
Neither agree nor disagree	13	11,1%
Disagree	5	4,3%
Strongly disagree	0	0,0%
In total	117	100,0%

I'm generally interested in sustainable food production

	Respondents	Percent
Strongly agree	69	59,0%
Agree	40	34,2%
Neither agree nor disagree	8	6,8%
Disagree	0	0,0%
Strongly disagree	0	0,0%
In total	117	100,0%

Table 11 Replies to "Why do you follow MadMarked on Facebook?

What is your general opinion of the posts on Facebook?

I find that I learn something from reading them

	Respondents	Percent
Strongly agree	17	17,0%
Agree	49	49,0%
Neither agree nor disagree	33	33,0%
Disagree	1	1,0%
Strongly disagree	0	0,0%
In total	100	100,0%

The text is informative

	Respondents	Percent
Strongly agree	45	45,0%
Agree	51	51,0%
Neither agree nor disagree	4	4,0%
Disagree	0	0,0%
Strongly disagree	0	0,0%
In total	100	100,0%

The images captures my interest

	Respondents	Percent
Strongly agree	39	39,4%
Agree	47	47,5%
Neither agree nor disagree	12	12,1%
Disagree	0	0,0%
Strongly disagree	1	1,0%
In total	99	100,0%

They are interesting

	Respondents	Percent
Strongly agree	44	43,6%
Agree	54	53,5%
Neither agree nor disagree	3	3,0%
Disagree	0	0,0%
Strongly disagree	0	0,0%
In total	101	100,0%

What is your general opinion of the posts on Facebook?

They make me want to stop by the store

	Respondents	Percent
Strongly agree	56	56,6%
Agree	37	37,4%
Neither agree nor disagree	6	6,1%
Disagree	0	0,0%
Strongly disagree	0	0,0%
In total	99	100,0%

Table 12 Replies to "What is your general opinion of the posts on Facebook?"

Do you generally read the entire text, when you see a post on Facebook from MadMarked?

	Respondents	Percent
Yes, always	26	22,2%
Yes, most often	75	64,1%
Only sometimes	14	12,0%
No, rarely	1	0,9%
No, never	1	0,9%
In total	117	100,0%

Table 13 Replies to "Do you generally read the entire text, when you see a post on Facebook from MadMarked

5.3. Answers about the MadMarked shops

Have you shopped at a MadMarked shop?

	Respondents	Percent
Yes	84	71,8%
No	33	28,2%
In total	117	100,0%

Table 14 Replies to "Have you shopped at a MadMarked shop?"

How often do you shop at a MadMarked shop?

	Respondents	Percent
More than once a week	9	10,7%

How often do you shop at a MadMarked shop?

Once a week	23	27,4%
Once every two weeks	12	14,3%
One to two times a month	22	26,2%
Rarely	18	21,4%
In total	84	100,0%

Table 15 Replies to "How often do you shop at a MadMarked shop?"

How much of your groceries do you buy in a MadMarked shop?

	Respondents	Percent
None of my groceries	2	2,4%
Below 25%	66	78,6%
25-50%	13	15,5%
50-75%	0	0,0%
Above 75%	3	3,6%
All of it	0	0,0%
In total	84	100,0%

Table 16 Replies to "How much of your groceries do you buy in a MadMarked shop?"

Why do you shop at a MadMarked shop? (Multiple answers allowed)

	Respondents	Percent
The shop is close by	21	25,0%
It has a decent range of goods	29	34,5%
The service is good	34	40,5%
I would like to support a local shop	66	78,6%
I would like to support the local producers	75	89,3%
I would like to shop locally for health reasons	25	29,8%
I would like to shop locally for environmental reasons	53	63,1%
The food and produce tastes great	55	65,5%
I can buy foodstuffs, that I would not be able to locate elsewhere	32	38,1%
I can get inspiration and guidance for my cooking	17	20,2%
I would like to shop organic foodstuff for health reasons	54	64,3%
I would like to shop organic foodstuff for environmental reasons	58	69,0%
Other reasons	7	8,3%
In total	84	

Table 17 Replies to "Why do you shop at a MadMarked shop?"

Which MadMarked shop do you most often shop at?

	Respondents	Percent
Præstø MadMarked	28	33,3%
Store Heddinge MadMarked	6	7,1%
Skovsgaard MadMarked	9	10,7%
Lynæs MadMarked	41	48,8%
In total	84	100,0%

Table 18 Replies to "Which MadMarked shop do you most often shop at?"

5.4. Respondents level of knowledge

Do you feel that you have learned something about food and/or the food system by following MadMarked's Facebook page that you did not know before hand?

	Respondents	Percent
Yes, a lot	11	9,4%
Yes, a bit	68	58,1%
No	38	32,5%
In total	117	100,0%

Table 19 Replies to "Do you feel that you have learned something about food and/or the food system by following MadMarked's Facebook page that you did not know before hand?"

Your knowledge of food and foodstuff in general

I know more about food and foodstuff than the average person

	Respondents	Percent
Strongly agree	26	22,2%
Agree	45	38,5%
Neither agree nor disagree	37	31,6%
Disagree	8	6,8%
Strongly disagree	1	0,9%
In total	117	100,0%

I know a lot about cooking

	Respondents	Percent
Strongly agree	16	13,7%

Your knowledge of food and foodstuff in general		
Agree	57	48,7%
Neither agree nor disagree	32	27,4%
Disagree	9	7,7%
Strongly disagree	3	2,6%
In total	117	100,0%

I know a lot about how to assess the quality of food		
	Respondents	Percent
Strongly agree	17	14,5%
Agree	60	51,3%
Neither agree nor disagree	32	27,4%
Disagree	7	6,0%
Strongly disagree	1	0,9%
In total	117	100,0%

Table 20 Replies to "You knowledge of food and foodstuffs in general"

Your knowledge of sustainability in the food system in general		

I know more about sustainability in the food system than the average person		
	Respondents	Percent
Strongly agree	20	17,1%
Agree	37	31,6%
Neither agree nor disagree	48	41,0%
Disagree	11	9,4%
Strongly disagree	1	0,9%
In total	117	100,0%

I know more about sustainability in the food system than my friends		
	Respondents	Percent
Strongly agree	20	17,1%
Agree	32	27,4%
Neither agree nor disagree	57	48,7%
Disagree	7	6,0%
Strongly disagree	1	0,9%
In total	117	100,0%

I know a lot about how to assess the sustainability of food		
	Respondents	Percent

Your knowledge of sustainability in the food system in general

Strongly agree	9	7,7%
Agree	36	30,8%
Neither agree nor disagree	58	49,6%
Disagree	12	10,3%
Strongly disagree	2	1,7%
In total	117	100,0%

Table 21 Replies to "Your knowledge of sustainability in the food system in general

Statements about food

Danish farmers are not allowed to use genetically-modified organisms (GMO), i.e. soya in animal feed

	Respondents	Percent
True	45	38,5%
False	72	61,5%
In total	117	100,0%

The only difference between battery hens and organic hens are the organic animal feed

	Respondents	Percent
True	5	4,3%
False	112	95,7%
In total	117	100,0%

The production of beef is more harmful to the environment than the production of chicken

	Respondents	Percent
True	104	88,9%
False	13	11,1%
In total	117	100,0%

It is allowed to feed farmed salmon with colourant to achieve the right colour

	Respondents	Percent
True	93	79,5%
False	24	20,5%
In total	117	100,0%

Table 22 Replies to "Statement about food"

5.5. Change in consumption pattern

Do you feel that your consumption pattern has changed, since you began following MadMarked on Facebook? (This also applies to purchases done in other shops than MadMarked)

	Respondents	Percent
Yes, a lot	7	6,0%
Yes, a bit	39	33,3%
No	59	50,4%
Not yet	12	10,3%
In total	117	100,0%

Table 23 Replies about changes in consumption patterns

How have your consumption patterns changed?

I buy more organic for animal welfare reasons

	Respondents	Percent
Strongly agree	15	32,6%
Agree	20	43,5%
Neither agree nor disagree	11	23,9%
Disagree	0	0,0%
Strongly disagree	0	0,0%
In total	46	100,0%

I buy more organic for environmental reasons

	Respondents	Percent
Strongly agree	14	30,4%
Agree	23	50,0%
Neither agree nor disagree	9	19,6%
Disagree	0	0,0%
Strongly disagree	0	0,0%
In total	46	100,0%

I buy more organic for health reasons

	Respondents	Percent
Strongly agree	12	26,1%
Agree	20	43,5%
Neither agree nor disagree	14	30,4%

How have your consumption patterns changed?

Disagree	0	0,0%
Strongly disagree	0	0,0%
In total	46	100,0%

I buy more Danish products for animal welfare reasons

	Respondents	Percent
Strongly agree	16	34,8%
Agree	19	41,3%
Neither agree nor disagree	10	21,7%
Disagree	1	2,2%
Strongly disagree	0	0,0%
In total	46	100,0%

I buy more Danish products for environmental reasons

	Respondents	Percent
Strongly agree	19	41,3%
Agree	20	43,5%
Neither agree nor disagree	7	15,2%
Disagree	0	0,0%
Strongly disagree	0	0,0%
In total	46	100,0%

I buy more Danish products for health reasons

	Respondents	Percent
Strongly agree	15	32,6%
Agree	14	30,4%
Neither agree nor disagree	17	37,0%
Disagree	0	0,0%
Strongly disagree	0	0,0%
In total	46	100,0%

I buy more Danish products, because I would like to support the local/Danish producers

	Respondents	Percent
Strongly agree	26	56,5%
Agree	18	39,1%
Neither agree nor disagree	2	4,3%
Disagree	0	0,0%
Strongly disagree	0	0,0%

How have your consumption patterns changed?		
In total	46	100,0%

Table 24 Replies to "How has your consumption patterns changed?"

What is the reason that they have not changed? (Multiple answers allowed)

	Respondents	Percent
I cannot afford organic food	9	12,7%
I do not believe that organic food makes a difference	0	0,0%
I already buy organic and/or locally produced foodstuff	55	77,5%
Other	13	18,3%
In total	71	100,0%

Table 25 Replies to why consumption patterns have not changed

A further analysis will take place in Chapter 6: Findings & Analysis.

Chapter 6: Findings & Analysis

This chapter will present the qualitative data findings in order to offer a thorough and satisfactory setting for the following discussion in *Chapter 7*. To achieve a logical structure the sequence will follow the research question and present the data in thematic order.

> *How can social media platforms be used to stage problematic ecological, social, and ethical issues in the contemporary food system and promote sustainable consumption through educating and encouraging consumers to change their consumption pattern?*

The sequence will therefore be as follows:

6.1 MadMarked's communication strategy

6.2 Communication of issues

6.3 Development of communication type

6.4 Examination of respondents

6.5 Correlation between knowledge increase and a change in behaviour

Thus, presenting the findings from the interview with MadMarked uncovers their intention and communicative strategy behind posting on Facebook. The thematic analysis explores how they attempt to educate the consumers by providing information about the food system and the ecological issues, as well as examines the development of the communication. The analysis of the results from the web-based questionnaire investigates the target group for the communication strategy and lastly delivers the findings of a possible correlation between increased knowledge and a change in behaviour.

6.1 MadMarked's communication strategy

Through the interview with MadMarked, it was possible to obtain an understanding of the intention and the communicative strategy behind the messages posted on Facebook. This section will provide the relevant information in summary form with minute section references, e.g. (S7) is Section 7: 40:00-53:00 minutes. To see the full interview summary and the interview questions, see appendix 1 and 2.

"Of course, we measure our revenue and all that. But in reality, the goal is to make a change. We would like to create a better world. Period." (S3, translated by author)

MadMarked has a whole team of people who are very knowledgeable about the contemporary food system (S2), but the external communication is handled by the interviewee, who has a relatively long career in the technology, marketing, and communication business (S3)(S7). MadMarked do not measure success like other businesses, because their see themselves as a movement and their goal is to create changes in the society and in the food system (S3). Their overall plan is to introduce their customers to the MadMarked Universe and to educate them about the food system in order to change their attitudes (S2).

6.1.1. Overall Communicative Strategy

MadMarked's overall online communicative strategy is to incorporate several social media platforms, but at the time of writing, it is only Facebook that is fully operational (S1). All of the Twitter profiles are active, but have a limited amount of followers and is not creating any unique content. The MadMarked (equal to MadMarked HQ on Facebook) Instagram profile is inactive (S1), while Skovgaards MadMarked is tentatively exploring the communicative potential of the Instagram platform[4].

All four shops have individual Facebook and Twitter profiles, where Twitter functions as a mirror of the posts on Facebook. It is an automated feature, which tweets every time something is posted on the corresponding Facebook profile. The main MadMarked HQ (Head Quarter) then re-tweets everything from the individual shop Twitter profiles and creates a full stream, as well as re-tweeting unique posts from other Twitter users, among these the FoodPeace[5] profile (S1).

Outside of the Twitter universe, FoodPeace is still at the drawing board as a think tank and non-profit organisation, which will publish and share the more radical and controversial information about the contemporary food system. This is also the medium for MadMarked's political activism, where they will comment on food politics (S2). They were experimenting with intentional provocative posts on the individual MadMarked pages, but it backfired. It is therefore only the more subtle digs towards the food systems on the shops pages that are posted now (S3). MadMarked's FB & Twitter accounts will re-post/re-tweet articles from FoodPeace, as this will place responsibility with the latter, rather than the former (S2).

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[4] This was observed at https://twitter.com/SkovsgaardMM, accessed June 1st 2014.
[5] FoodPeace it their future communications channel for the more provocative content (S2)

The episodic backfire has made them change their rhetoric, from the more information campaign-like posts to the more gentle agreeable tone of rural idyll. They are aware of how what they post online, and they do not want to frighten people away. The "political activism" has been moved to other channels, such as their soon to be launched Think Thank FoodPeace and the MadMarked HQ profile on Facebook. They take great care not to appear elitist, as they would like to reach as big a crowd as possible (S9). For the same reason, though one of their principles is sustainability, they rarely use in in their daily communication as it might be rooted in a too complex conceptual world (S10).

They have not specified a specific target group for their communication, and do not think in segregated groups of customers, but they do acknowledge that they are having a hard time reaching the middle-income families, who shop at the regular supermarkets (s9). They will be using more physical media channels (newspapers and fliers) in the local area, because they have experienced some opposition against FB from the more mature crowd. They want to know what the menu and/or openings hours, but get obstinate because they do not want to have a Facebook profile. They have distributed fliers in the holiday homes in the area to reach the tourists (S10).

Skovsgaard MadMarked has already posted 39 pictures on Instagram since joining Facebook as an official new MadMarked in March 5th 2014 (Skovsgaard MadMarked 2014). This is one of the proposed solution to accommodate the more merchant-minded shopkeepers' barriers towards Facebook.

6.1.2. Social Media Guidelines

MadMarked has a particular style of communication, and the messages posted online should always adhere to the Social Media Guide that have been drawn up, see appendix 3. This was created to make communicating on the social media platforms easier for the employees at the shops, so that they will be able to do it themselves (S1). To exemplify, some of the guidelines state that they:

- Should never criticise persons, only opinions.
- Should not use unnecessary adjectives.
- Should make the customers experience insight, fast responses, to be surprised, to be "infected with joy" [sic], and to be a part of something bigger.
- Should contain some factual information to make the customers feel that they learn something.
- Use storytelling to describe a product

It is also a part of the MadMarked communication codex to post a "thank you" post with pictures from the Thursday Night buffet the day after, as well as always sharing recipes, if customer asks for it (S5).

Though they have a written Social Media Guide, it is merely there to provide guidelines, not to define actual rules. The individual shops are free to take action as they see fit and should be able to managing they own localised communication (S7).

6.1.3. Examples of popular posts

During the interview, the participant showed some examples of different posts; among these was an update about a pulled pork from March 13th 2014. This was particularly popular and he accredited it to the fact that he took the recipe and rewrote it into a text, as a sort of storytelling. The text is as follows;

Picture 7 Example 1 of Facebook post

"It looks dark. And it is indeed. But there is a reason for it.

When you make a rub of brown sugar, thyme, sea salt, chili flakes, smoked paprika, onion, oil and lemon juice, massaging it into the pork from Gydehøj in Mern, let it marinate for 24 hours and then fry it at 100 degrees for 15 hours, it is actually the colour it should be. And it tastes as if an organic God of Gastro has landed in the kitchen.

All of this ends up as the pulled pork we serve tonight at the Thursday Night buffet, as well as a host of other dishes. You can see the rest of the menu here:

http://madmarked.net/torsdagsmenu.

We look forward to seeing you all." (Original Danish text by MadMarked A/S, translated by the author. See appendix 4 for the original text).

Unfortunately, the original post has since disappeared from Præstø MadMarked's page and the picture example is therefore collected from the St. Heddinge MadMarked page. The raw data is still saved in the study's data collection, but it was deemed more fit to show an actual post as they look on Facebook. The post from Præstø MadMarked had 28 likes and 11 comments (of which five was Præstø MadMarked responding to customers) (see appendix 5, NVivo Source 1).

The second post that was demonstrated linked to a feature written by The Danish Society for Nature Conservation and the Danish Animal Welfare Society for Politiken (a Danish newspaper) about the Danish pork industry, which MadMarked chose to share online on February 26th 2014.

The text is as follows:

Picture 8 Example 2 of a Facebook post

"The Danish production of conventional pork is completely side-tracked in relation to animal welfare, the environment, and human health. 77% of the Danish pigs are now resistant to common antibiotics and it will eventually cost human lives. Nevertheless, we often find it difficult to discuss this issue, but we may be closing our eyes to the reality.

Read this incredibly important contribution to the debate from the Danish Society for Nature Conservation and the Danish Animal Welfare Society. And think about what you are choosing the next time you're at the cold counter.

All this is the reason that you only find organic pork from small producers in the MadMarked. We do not want to support this development. And organic pork from the small producers also tastes so much better." (Original Danish text by MadMarked A/S, translated by the author. See appendix 4 for the original text).

This post garnered 24 likes and six comments (of which one is Præstø MadMarked responding to comments by the users). There is an irregularity in the data and the picture shown above. The data collected in April 5th 2014 shows six comments and not four, the reason for this is the option to comment directly on other comments by using the "reply to" choice and this multiple levels of comments seem to missing in the count on the post (see appendix 5, NVivo Source 2). The explanation offered by the interviewee for the relatively large response rate, was that the likes and comments were from people who were already "true believers" [sic].

The next section will analyse how MadMarked has communicated on Facebook to educate the consumers in order for them to change their behaviour.

6.2 The staging of ecological, social, and ethical issues

This section will examine the findings from the thematic analysis of the communication posted on Facebook in order to establish an understanding of how the ecological, social, and ethical issues are

articulated online. First is a presentation of the themes identified while organising the entire dataset in NVivo and then a closer look at the posts, which contain information about the ecological, social, or ethical issues in the contemporary food system.

6.2.1 Identified Themes

As described in section *4.3.3 Thematic text analysis of Facebook posts*, the Facebook posts were coded into eight different nodes, though some cross-coding was unavoidable. There therefore seems to be more than the actual 514 posts, but the table reflects the complexity of the content of the Facebook posts as they were (see Table 26).

Node category	Number of posts
Events	19
Information about food issues	**53**
Mad AkaDemiet	14
Madsal	121
Media on MM	42
Practical information	6
Product & Shop Marketing	306
Supplier Advertisement	210
In total	**514**

Table 26 Number of posts in the different 'nodes'

The posts that are truly relevant to the research question, are the posts coded at the 'Information about food issues' as seen in bold above and the 53 posts contain both long messages as well as shorter ones. To begin exploring the messages posted on Facebook, a quick overview of the most frequently used word are expressed in a Word cloud, see Picture 9.

This word cloud shows 14 words sized accordingly to the frequency with which they are mentioned in the 514 posts in the dataset. They were identified through a word query search in NVivo 10 of 40 most used words of six letters or more. The 14 words were then chosen from their relevance to the study, translated, and then converted into a Word cloud using free online software.

Picture 9 Word cloud of all the Facebook posts

It is not surprising to discover "Looking forward to" (339 times as "Glæder", which was translated to "Looking forward to" to provide the context) as the largest, as MadMarked has a policy to almost always end their messages with "We are looking forward to seeing you", when advertising about for example food products or their weekly Thursday Night buffet. The brand name "MadMarket" (255 mentions) also occurs in the top three, because they always refer to themselves by that name. Organic (334), Local (171), Fantastic (149) testify to how they describe their Products (147) (see appendix 6). In order to be able to compare the general rhetoric to the rhetoric of the "Information about food issues" posts a second word cloud was generated from the same criterions, see Picture 10 below.

Picture 10 Word cloud of posts in the category "Information about food issues"

The first couple of words are identical to the first word cloud and indicate that Organic (56 mentions in 53 posts), Products (52), Local (50) and MadMarked (42) are still highly used, but then the rhetoric makes a turn and uses words, such as Health (17), Contains (16), Animal Welfare (14), Industry (14),

Consequences (13), Conventional (13), and Sustainable (12) (See appendix 7). This correspond with the findings in the next section below.

6.2.2 Thematic Analysis of "Food Issues"-posts

The posts coded at the "Food Issues" node was gathered and analysed to identify which topics was raised and if the post used any scare tactic words, for a full account of the posts see appendix 8. It was also noted how many likes a post got from the followers, but this is only relevant for the most recent seven posts out of a total of 53. The post with reference no. 8 was posted February 20th 2014 and no. 7 was posted February 25th 2014. Prior to February 25th 2014, none of the posts coded at "Food Issues" received a single 'like'. See Table 27, for the explanation of themes in the analysis.

Organic	Referring to their organic products
Food system	Mentions of industry, agri-business and other food system related topics
Health	Referring to public health, health consequences of e.g. GMO in Argentina
Environment	Ecological consequences of food systems
Media	Referring to articles, or television broadcasts
Animal Welfare	Often as a positive argument for the products they sell, but also some negative mentions of e.g. eggs from caged hens
Taste	Mentions of 'complexity of taste', which is claimed to be higher in organic (e.g. see posts no. 5 and 6)
Sustainability	Mentions of sustainability in the food system
Quality	Enhancing the quality of their products in comparison to conventional
Local	Enhancing their own local producers
GMO	Mentions of genetically-modified organisms, always a negative connection
Food Literacy	Referring to the education of consumers in terms of food literacy
Food Waste	Mentions of how they have a strict no-waste policy
Communication	Mentions of the importance of communicating information about the contemporary food, in terms of educating the consumers
Vegetarian	Stating that a vegetarian diet would be better for the planet
Biodynamic	About biodynamic agriculture

Table 27 Explanation of themes in the thematic analysis

The next table shows the thematic analysis findings with reference number to the individual posts from Facebook (see appendix 8). The tables also shows a list of the negative scare tactic words, from some of the posts. The scare tactic words were determined by their negative connotation (e.g. 'cocktail of chemicals'), and though a word such as 'consequences' is not necessarily inherently negative, it was used in in this context in relation to environmental and social issues.

NO.	Food System	Organic	Media	Health	Environment	Local	Biodynamic	Vegetarian	Animal Welfare	Taste	Sustainability	Gmo	Food Waste	Food literacy	Communication	Quality	Scare tactic words	Likes
1	1		1	1	1						1	1					Consequences, poor excuses (from agricultural sector), large quantities of cancer deaths, malformation, environmental catastrophes (rising exponentially in Argentina)	33
2	1	1	1						1		1							12
3										1								65
4															1			19
5				1	1				1	1								39
6	1	1	1	1	1				1	1							Resistance to common antibiotics will cost human lives	24
7			1		1												Decades of environmental catastrophes	17
8		1			1				1	1					1			0
9	1	1	1						1									0
10	1	1			1						1	1			1		Complexity, lack of transparency, difficult to understand (as a consumer), consequences	0
11	1	1	1	1	1				1	1	1					1	Lack of information (in conventional pork industry)	0
12		1													1			0
13														1	1			0
14	1	1	1	1	1	1			1		1	1	1	1	1	1	Exploited animals and plants, chemicals, consequences	0
15		1							1									0
16	1	1		1	1							1					(Broiler chickens) accomplice of "sickness, death, and environmental catastrophes, consequences (poison, death, cancer, disabilities, destroyed nature), health related consequences	0
17		1		1	1												Environmental sinner (Christmas trees), toxic evaporation (in the home)	0
18	1		1		1	1					1						Food scandal, lack of transparency, chemicals, unsustainable production methods	0
19	1	1			1	1												0
20	1		1	1														0

NO.	Food System	Organic	Media	Health	Environment	Local	Biodynamic	Vegetarian	Animal Welfare	Taste	Sustainability	Gmo	Food Waste	Food Literacy	Communication	Quality	Scare tactic words	Likes
21	1		1			1			1	1							Crowded pens, do not see daylight or nature (ever), inhumanly slaughtered, pumped with salt-water, pre-heated in packaging to look fleshy, consequences of the industrial society	0
22		1			1					1		1				1	anaemic penicillin- and GMO-fed pig [sic]	0
23		1										1						0
24		1		1	1					1		1					pesticides, poisons, consequences for population and environment in Argentina, (Danish agri-food) accomplices, at the expense of the world, health related risks of GMO-feed (to animals)	0
25		1								1	1					1		0
26		1	1	1		1						1					(fruit filled with) pesticides, pesticide residues, systematic hoax, illegal smuggling, consequences for health, endocrine disruption, poison, rising costs to healthcare	0
27	1		1	1	1							1					Large quantities of chemicals, colorant astaxantin, dioxin, harmful substances, industrial feed, harms environment and natural ecosystems	0
28	1			1	1				1								Industrial salmon, cocktail of chemicals, crowded fish pens (makes the salmon rub each other's fins off), large quantities of penicillin, consequences for environment, stressed fish, artificial feed (causes them to loses colour), colorants, "chemical-discount-product" (sic)	0
29						1												0
30	1	1		1	1	1		1		1	1	1	1	1		1	catastrophe, cancer, phosphorescent cocktail of chemicals (of poor quality oil), GMO soya, negative and harmful effects on health	0
31		1		1	1						1	1						0

NO.	Food System	Organic	Media	Health	Environment	Local	Biodynamic	Vegetarian	Animal Welfare	Taste	Sustainability	Gmo	Food Waste	Food literacy	Communication	Quality	Scare tactic words	Likes
32	1	1				1									1		Lack of trust (in food system), unsustainability, lasagne of horsemeat, exploitation of resources	0
33			1								1							0
34	1		1								1							0
35	1			1	1	1					1					1	Environmental damages, unsustainability, poor working conditions	0
36		1		1						1						1	Pesticide residues, straw shortener	0
37	1	1		1						1						1	"Pink slime", controversial additives, cocktail of chemicals	0
38		1				1				1						1		0
39	1								1									0
40		1		1	1												Conventional sprayed fruit, phosphorescent (from eating pesticides), poisons, "dirty dozen" (list of produce with a lot of pesticides), large quantities of poison	0
41	1		1		1				1			1					consequences, poison	0
42	1								1									0
43	1	1				1			1									0
44	1	1	1						1									0
45	1	1		1	1							1					Genetically modified (humans, from eating GMO), catastrophic exploitation of natural resources, threats against the rainforest, plant poison, consequences for the local community (in Argentina), malformation of babies, diseases, spontaneous abortions	0
46																1		0
47	1		1	1														0
48		1									1		1					0
49	1	1		1								1	1				Medicated, GMO, artificial feed, crowded, colorants in feed, growth hormones, heavy metal levels	0
50								1	1	1						1	Poison-free, animal cruelty	0
51		1	1	1		1	1										Danger, insect poison, scary, poisoning	0

NO.	Food System	Organic	Media	Health	Environment	Local	Biodynamic	Vegetarian	Animal Welfare	Taste	Sustainability	Gmo	Food Waste	Food literacy	Communication	Quality	Scare tactic words	Likes
52	1		1														consequences	0
53	1	1	1	1	1												Poisons, consequences	0
Total	29	31	20	23	23	12	1	2	18	16	13	11	3	5	3	13		

Table 28 Thematic analysis of content from Facebook

The thematic analysis showed that organic is the topic that is most often mentioned, closely followed by the food system, see Table 29. Unfortunately, it is difficult the gauge the reactions from the followers, as only the latest seven posts had any 'likes', which is indicative of the rest of the posts explored as well. It is only recently that users have begun to 'like' posts (see the NVivo dataset available from appendix 5)

The words recorded in the scare tactics column contain some alternative word use, such as 'chemical-discount-product' (no. 28), or 'anaemic penicillin- and GMO-fed pig'. The posts also contains very descriptive language, such as death, malformation of babies, spontaneous abortions, and environmental destruction (no. 16 and no. 45).

The findings in this section will be discussed in the next chapter.

Organic	31
Food system	29
Health	23
Environment	23
Media	20
Animal Welfare	18
Taste	16
Sustainability	13
Quality	13
Local	12
GMO	11
Food Literacy	5
Food Waste	3
Communication	3
Vegetarian	2
Biodynamic	1

Table 29 Facebook topics by number of times they were mentioned

6.3 Development of communication type
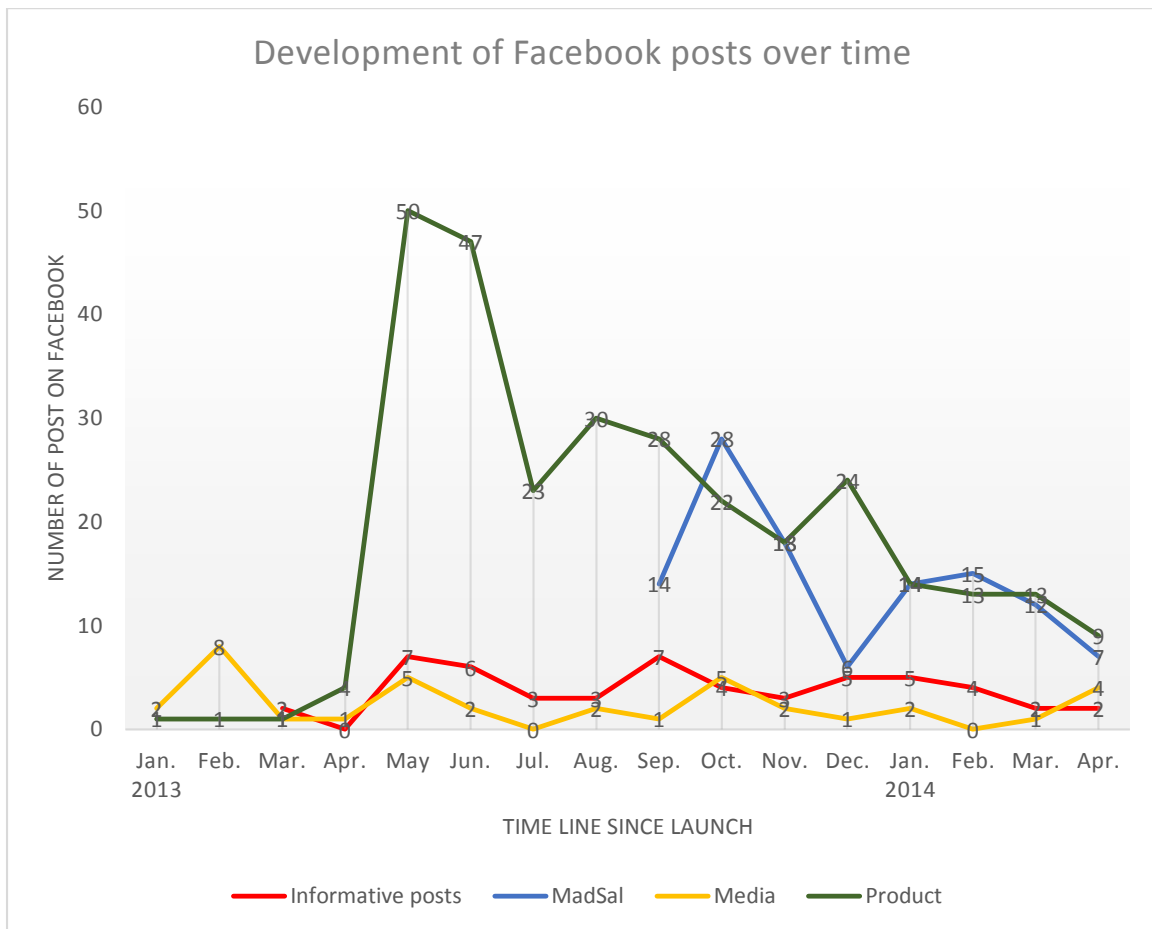
Figure 4 Development of posts over time

The types of messages that has been posted on Præstø MadMarked's Facebook page has changed during the 16 months it has been active. Prior to the shop opening in May 2013, the post were primarily related to sharing online articles that described the MadMarked projects. In May and June 2013, there was a large quantity of posts, primarily of the type label 'product', which is shop and product advertising. Since then, the numbers have dropped steadily and it indicates a phase of adjustment. The number of 'informative posts', which is the posts related to educating consumers to food issues has remained rather stable in the last couple of months ranging from two to zero posts. This confirms what was said in the interview about finding other channels for the more political activism campaigning (see appendix, S3).

The next section will examine and analyse the respondents.

6.4 Examination of respondents

This next section will take a closer, analytical look at the consumers, who follow MadMarked on Facebook. This analysis is based on the quantitative data presented in *Chapter 5: Results from web-based questionnaire.*

The respondents are predominantly female (76,1 %) and between 35 to 64 years old (59,8 %). As the sample is relatively small, it is important to note that it will be difficult to apply a generalised conclusion to the rest of the target population. These demographic characteristics will seem disproportionately skewed in favour of women, but as the Facebook Insights data look similar, it is not a bias as such but rather a peculiar aspect of this particular target group, see Figure 5.
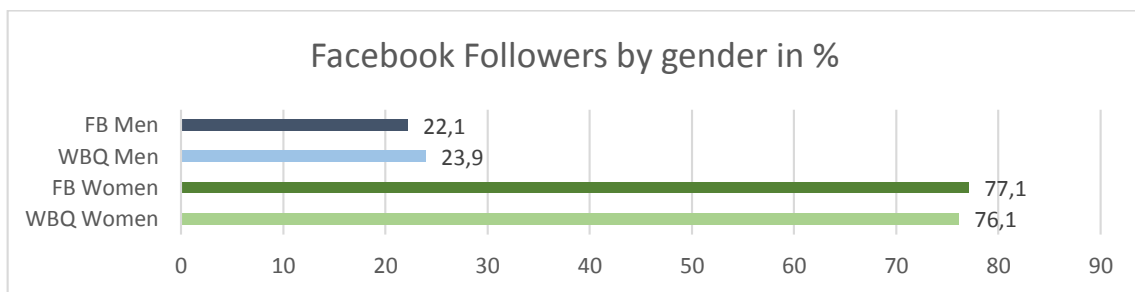
Figure 5 Facebook followers and WBQ participants by gender in %

This table shows that the sample is close to that of the target population, at least in terms of gender. In order to be able to compare the demographic variables of gender and age to those of the target population on Facebook, a graph of both dataset are presented below in percent (see Figure 6).
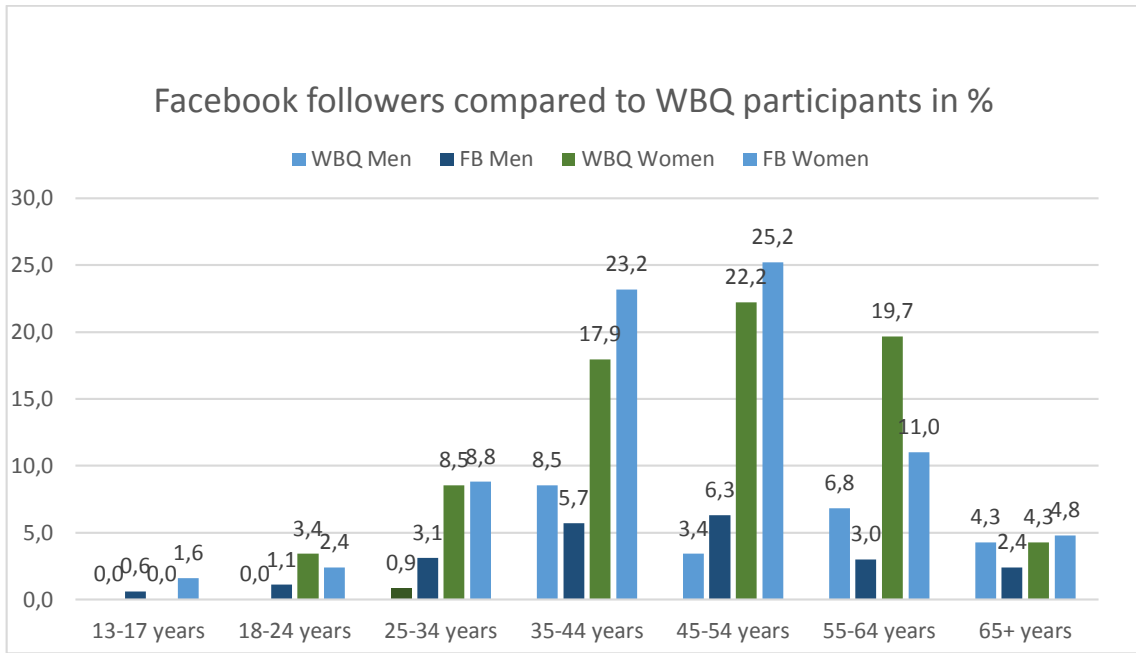
Figure 6 Facebook followers compared to WBQ

This confirms that the sample is relatively equal to the target group on Facebook. It is worth noting that the comparable target group is based on data from Præstø MadMarked's Facebook page, which has the largest following, but is not necessarily identical to that of the other MadMarked pages on Facebook. It was not possible to identify a total unique base of followers, due to the possibility of individuals, who follow more than one page (this researcher included).

A further interesting aspect is the results from the location variable. It showed that the respondents are largely from the Capital Region of Denmark (52,1 %), which covers the North Zealand and the Copenhagen area, and Region Zealand (34,2 %), which covers West and South Zealand and Lolland-Falster. The rest is distributed as shown below in Figure 7.
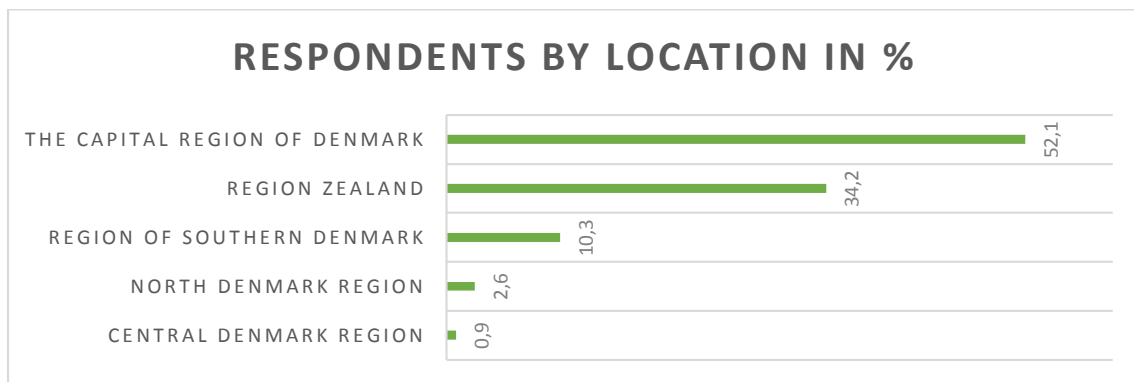
Figure 7 Respondents by location in %

Compare this to the next couple of pieces of data and a pattern will begin to form. Of the 117 respondents, 72% has been shopping at a MadMarked shop. There is therefore 28% of those who responded, who has never been in one of the actual shops (see Figure 8).

"Have you shopped at a MadMarked shop?" in %
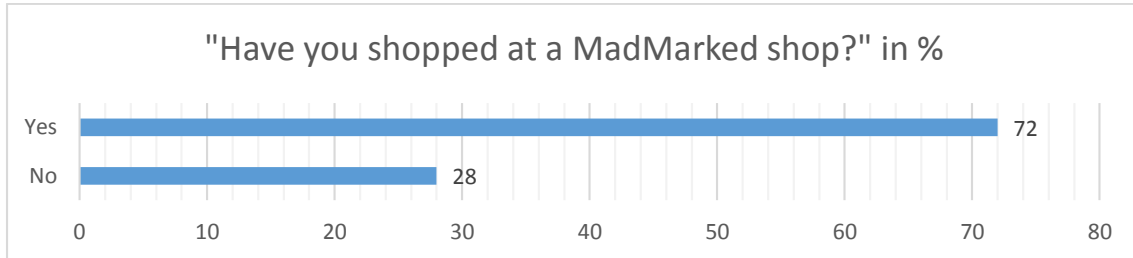
Figure 8 Replies to "Have you shopped at a MadMarked shop"? in %

Out of the 117 participants, 33 reported that they have never been in a MadMarked store. When this sub-set of participants were closely examined, 70% were from the Capital Region of Denmark and 61% were followers of Lynæs MadMarked on Facebook There is a curiously high distribution of people shopping in Lynæs MadMarked as well as following it online, see Figure 9 and Figure 10. This particular interest shown in Lynæs will be further processed in the next chapters.

"Which Facebook pages are you following?"
(multiple responses allowed)
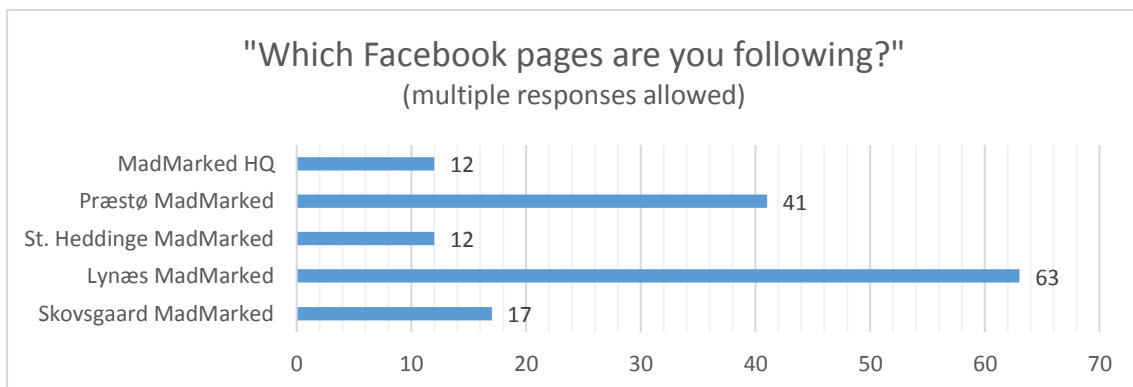
Figure 9 Replies to "Which Facebook pages are you following?"

"Which MadMarked do you most often shop in?" in %
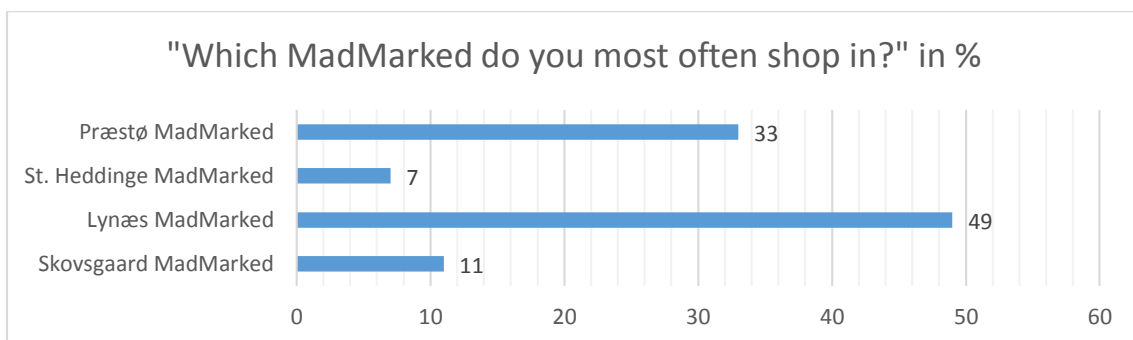
Figure 10 Replies to "Which MadMarked do you most often shop in? in %"

The data suggest the group of respondents contain a large volume of people from or near Lynæs MadMarked. As this one of the newest shops, it is curious that they deliver a large portion of the respondents. The reasons as to why this has happened will also be discussed further in the next chapter.

The next chapter is looking into increased knowledge versus behaviour change.

6.5 Increased knowledge and behaviour change

When consumers are educated about the ecological and social consequences of the contemporary food system, and how to counteract this by consuming more sustainably, their pattern of consumption and behaviour would change accordingly and thus create a bottom-up effect in society.

In order to investigate the hypothesis as seen above, two questions were asked of the respondents in the web-based questionnaire; see Figure 11 and Figure 12.
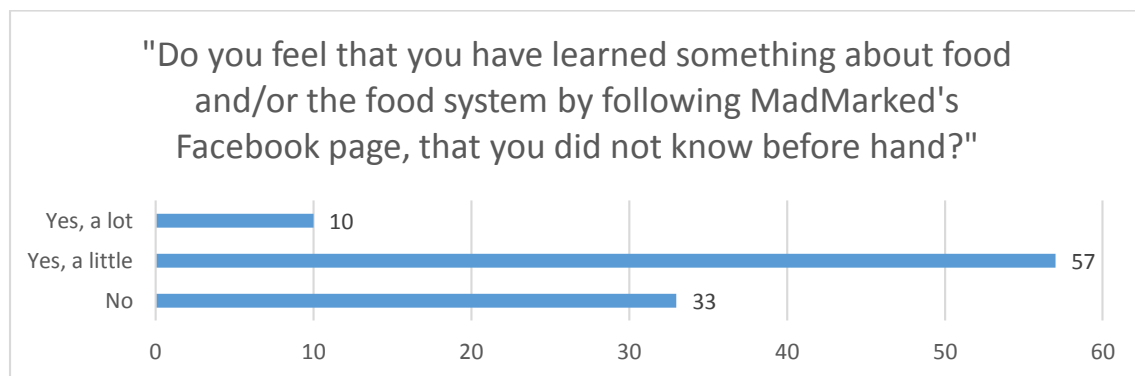
Figure 11 Replies about increase in knowledge

According to the data, 67 people reported an increase in knowledge from following MadMarked on Facebook, and 33 replied no. Based on the questions on respondents' level of knowledge, it can be deduced that most of them are fairly knowledgeable about food and sustainability (see section *5.4. Respondents level of knowledge*). This would explain why they have not increased their knowledge, even though they reportedly read most of the posts (see *Table 13 Replies to "Do you generally read the entire text, when you see a post on Facebook from MadMarked*). 84,6% also reported being generally interested in food and an overwhelming 93,2% reported being interested in sustainable food production (see *Table 20 Replies to "You knowledge of food and foodstuffs in general"* and *Table 21 Replies to "Your knowledge of sustainability in the food system in general*).
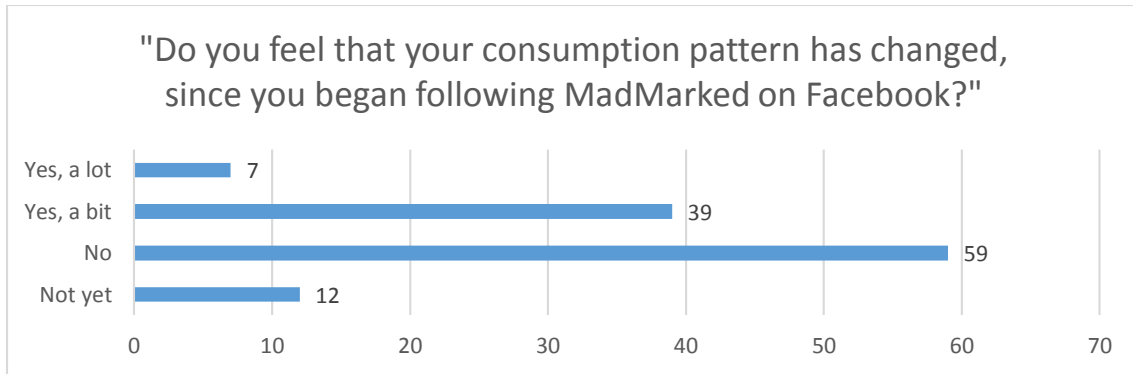
Figure 12 Replies about a change in behaviour

The replies indicates that 67,5% of the respondents have increased their knowledge of the food system (see Table 19) and that 39,3% have changed their consumption pattern (see Table 23). Of the 71 respondents who answered 'no' or 'not yet', 77,5% replies that the already buy organic and/or locally produced foodstuffs (see Table 25). Despite the indication that there might a relation between an increase in knowledge and a change in behaviour, it was not possible to prove a statistical significant correlation in the two variables.

Aside from the descriptive sample characteristics shown in this section, the web-based questionnaire also gathered some quantitative data, in the form of voluntary additional comments to different questions. Some of the respondents replied to the voluntary open question of "What do you feel, that du have learned about food and/or the production of food?". Some of the answers were not directly relatable to the question, and is therefore not included in this list (see appendix 9 for a full list);

- Knowledge about local food and/or producers (No.2, 7, 8, 12, 15, 23)
- Knowledge about organic food (No. 5, 13, 15)
- Knowledge about the food system (No. 6, 9, 19)
- Knowledge about food and cooking (No. 16, 17, 18, 20)

A respondent replied that the communication was very tangible and as they often posted a link for more information, it made him or her curious to learn more (No. 10). This indicates that though there was not a correlation, the respondents still reported that they had learned something.

The next chapter will discuss the findings in relation to the research question.

Chapter 7: Discussion

This chapter will gather all the relevant elements of *Chapter 3: Theoretical Framework*, *Chapter 5: Results from web-based questionnaire*, and *Chapter 6: Findings & Analysis* in order to discuss the topics raised, the themes investigated, and to argument for an answer to the sub-question as well as the actual research question. The discussion will argue in terms of what communications theories are applied to MadMarked's online communication, and if this is the optimum solution, of course seen from the outside as a researcher. Then the discussion will move on to a debate of how to view, and therefore how to communicate to the consumers, in terms of wanting to create a change in their behaviour.

This will be argued with the theory and concepts, which were introduced in *Chapter 3: Theoretical Framework* and contrasted to the results and findings of the study, in order to truly discuss the case at hand. The discussion chapter will take point of departure in the research question:

> *How can social media platforms be used to stage problematic ecological, social, and ethical issues in the contemporary food system and promote sustainable consumption through educating and encouraging consumers to change their consumption pattern?*

As well as the sub-questions, which have been working as a guidance throughout the study:

1. *What is the strategy behind MadMarked's communication on Facebook?*

2. *How are the issues being articulated?*

3. *Has the type of communication evolved since the beginning?*

4. *Who are the people following MadMarked on Facebook?*

5. *Is there a correlation between following Præstø MadMarked on Facebook and change in attitude and consumption patterns among the consumers?*

With these questions in mind, the discussion will address the range of different topics. First, it will discuss the strategy behind MadMarked's communication together with the development of the communication. Then it will move on to discuss how the topics have been articulated. Lastly, it will discuss the sample of respondents in relation and address some of the interesting points, which was identified in earlier chapters.

7.1 MadMarked's Strategy

"Of course, we measure our revenue and all that. But in reality, the goal is to make a change. We would like to create a better world. Period." (Appendix 1, section 3 Translated by author)

MadMarked has a declared goal and ideology behind their intention of running a supermarket chain, and that is to create a better world, as it was phrased during the interview. They use several different

social media platforms to communicate, but the one that has been investigated in this study is only the Facebook page of Præstø MadMarked. Through the thematic analysis, it was possible to investigate the communicative style of MadMarked, which could be categorised into several categories. The rhetoric of post about the Thursday Night buffet is always pleasant and purely positive, and the aim is to argue for taste and quality (see Picture 7 Example 1 of Facebook post for the translated text). This post used storytelling to illustrate how it was done and at the same time providing transparency, which is a principle of MadMarked.

The examination of the development of the communication showed that MadMarked has changed the style of their posts (see Figure 4), in accordance to the response they have received (see appendix 1, section 3). It was not uncovered how this information was passed through to MadMarked, and it is therefore difficult to discuss, but it indicates that MadMarked is listening to its followers and adjusting the communication accordingly. In the world of digital communication, it is crucial to take heed when the receivers provides feedback, in order to be able to adjust. As it is so aptly explained by Ebbesen and Haug, the communication planner should (figuratively speaking) lay down on the floor and listen to the sound of the elephants trampling in order to determine which direction they are headed (Ebbesen & Haug 2009, pp.11–13). This is an illustration of the importance of listening to the, in this case, consumers who follow MadMarked on Facebook.

If the communication remained unchangeable, though the response was negative, the consequence could be that people would opt out of following MadMarked, and even stop coming to the shop. In the interview, MadMarked discussed how they had not defined a certain target group for their communication, and that the message was for everybody (see appendix 1, section 9). Usually it is deemed important to identify the receiving group of one's communication, but in this case, MadMarked seems to let the channel lead rather than having a structured communication plan. They have a message that they would like to share, and Facebook offers a communication channel in which to achieve this.

Often social marketing campaigns fail, because the communication planner did not address the right market segments. It is crucial to understand the cost that the receivers might have to pay in terms of following the advice of the communication. In this instance, it would be a monetary price in terms of paying more, and a lifestyle change as buying foodstuffs in MadMarked would limit the otherwise abundant range of goods (on display in the traditional supermarkets), that consumers have gotten used to. It could also be a time cost, as the consumer might have to change their way of cooking to accommodate they ideology of MadMarked. As MadMarked also have followers outside of the range of their current shops, they also cannot accommodate the offer of their wares, even if the follower was inclined to change his or her behaviour (Windahl et al. 2009, pp.122–128).

The objective of MadMarked is not only to create a behavioural change in terms of the followers buying more organic and local foodstuffs, but this should also manifest itself as a cognitive and value change (knowing WHY they should buy more organic), as well as an action change (consequently buy organic, even when not in MadMarked). To achieve such a profound change in people, it is important to know the segments of one's audience (Windahl et al. 2009, pp.126–127).

It was discovered through the preliminary analysis of the Facebook posts, that MadMarked often wrote very long posts, which is a peculiarity of online communication on social media platforms. When asked in the web-based questionnaire, the respondents replied that the majority read most of the posts from Facebook (see Table 13), but this could be a skewed answer as those who do not read the posts, probably would not have seen the link to the questionnaire in the first place.

The next section will address how the problematic issues are communicated to the followers.

7.2. Communication of ecological, social, and ethical issues

It is characteristic of MadMarked to advocate for animal welfare and it is often used as an argument to buy the more expensive chicken, rather than a contemporary broiler chicken (which they do not have

for sale in MadMarked) (see Table 28). This is a good example of MadMarked using the emotional level to influence their followers' decision-making. This is the most usual level with which they attempt to convince, but they also use both the rational and the contextual (see picture below).
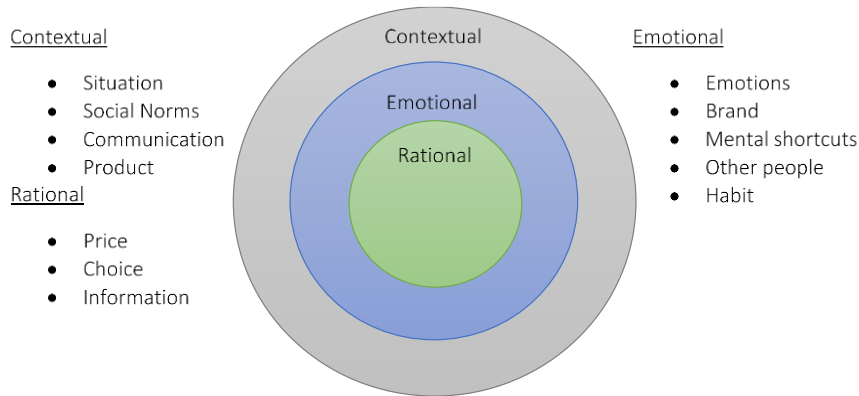
Picture 11 Influences of consumer choice (World Economic Forum, 2011, p. 13)

MadMarked communicates by advertising their products through storytelling of the production as well as of the producer who is providing it, and this is often a combination of the three levels of decision-making, as seen above. Curiously, in the interview MadMarked states several times that they do not want to frighten people of by posting too unpleasant information, as "fear is a not a good parameter" with which to educate and advocate to people (appendix 1, section 2, 3 & 9). Regardless of these statements, the thematic analysis showed that a little below half (25 posts out of 53) of the posts identified as providing information about food issues, was using 'scare tactic words' such as 'consequences' (usually of environmental or social character) and 'chemicals' (see Table 28 Thematic analysis of content from Facebook).

One of the possible consequences (Windahl et al. 2009, pp.22–23) of this (sometimes) emotional blackmail is the possibility of a negative effect of people being made to feel guilty for contributing to the contemporary food system, and this could lead to 'implicatory denial' where the followers fail to respond to the moral and rational code implied in the communication (Carolan 2013, pp.257–258). In order to avoid this negative consequence, it is important to understand the segment better and to identify their motivation for buying foodstuff in MadMarked, and through this knowledge identify how to encourage them (Windahl et al. 2009, pp.126–129).

The next section will discuss the sample of respondents.

7.3 MadMarked's Facebook population as seen through the study

The analysis of the empirical data showed a skewed proportion of women followers on Facebook, which could explain the large proportion of respondents being generally interested in food and being more knowledgeable about food than the average person (60,7%). There was also a large proportion of followers that most often shopped in Lynæs MadMarked, even though it was only recently opened. This could be because of exactly that, an enthusiastic crowd that has known the shopkeeper for several years (while he was a Spar shopkeeper or his personal network of friends) or it could be the difference in demographic terms (Southern Zealand vs. North Zealand).

The fact that 28% of the followers never had been in a MadMarked shop is also interesting. It could mean that MadMarked has drawn the attention of people outside of the normal range of the shops. This could be people who are already knowledgeable about the contemporary food system, and is interested in knowing more. Perhaps a change in communication strategy would be useful in order to employ all this knowledge, and let the followers take part in the knowledge sharing. This is indeed one of the more interesting points of digital communication, where one allows the followers to create content and share with each other (Ebbesen & Haug 2009, pp.11–25).

This could be done by creating more open style communication and thereby encouraging the followers to contribute to a discussion initiated by MadMarked. This could entice a more active participation from the followers and perhaps bring new interesting perspectives. This might also increase the audience, because when people interacts with a post, it is made visible in their social networks news feed. This would then expose MadMarked to a larger group of people, who could be potential followers, and perhaps open for increasing their knowledge.

The big question is whether it is fair to expect the consumer to shoulder the burden of changing the contemporary food system by being a green consumer (Kneafsey et al. 2008, p.1). MadMarked seems to think that this is the way forward, as they advocate that consumers should use their money to vote food (see appendix 8, post reference no. 30) while at the same time offering shops that are choice edited and therefore allow the consumers to shop, while assured that they do not have to make an ethical decision every time they pick up a food product.

Even if MadMarked do not succeed in increasing all of their followers' knowledge from their communication online, it is still possible to obtain the goal by getting people to visit their shop and through this expose them to their choice edited food provisioning. The fact that the shops have been choice edited is a large part of their ideology of a sustainable shop. They have chosen to sell only organic

and predominantly local food and products. They acknowledge openly that it is understandable that not everybody is able to be completely educated about all the aspects of sustainability, and that they therefore offer the opportunity to shop at MadMarked, where one can rest assure that the food has been chosen carefully (see appendix 8, post reference 14).

The next section will be a discussion of the methods and their weaknesses.

7.4 Discussion of Methodological Weaknesses

The following section will sum up the strengths and weaknesses of the used methods that have been described in section *4.3 Guidelines for Practice*. This is done in order to assess the chosen methods and the value of the study.

All of the empirical data is phrased in Danish, which could be problematic in terms of the translation process. To counter this, the Danish data sources have been attached as appendices and is therefore available for viewing. It was deemed necessary to collect the data in Danish, as it could have proven difficult otherwise to obtain the respondents' answers in English.

Another problem could be that the web-based questionnaire only received 117 viable answers and was therefore not able to provide a significant result to answer the research question. It is possibly due to the unfortunate timing of being launched online, or it could be that the segment that follows MadMarked online is not very interested in answering questions for research. It would have been useful to gather a larger dataset, but that was not possible.

In order to truly investigate if there is a correlation between increased knowledge and a change in behaviour in MadMarked's followers, a larger sample of respondents must be collected.

The next chapter is the conclusion, wherein the answer to the research question is found.

Chapter 8: Conclusion

As point of departure in the dualistic research question of whether increased knowledge can cause consumers to change their behaviour, this chapter will present a conclusion in terms of using a social media platform with the goal of creating a change in the contemporary food system. The research question is as follows;

> *How can social media platforms be used to stage problematic ecological, social, and ethical issues in the contemporary food system and promote sustainable consumption through educating and encouraging consumers to change their consumption pattern?*

Through the data results and analysis, it was determined that the study **sample was unable to prove a correlation between an increase in knowledge and a change in behaviour**. That being said, the quantitative data that explored the consumers' opinions and attitudes showed that almost 40% of the respondents reported a change in behaviour, since they began following MadMarked on Facebook (see Table 23). On top of that, 67,5% reported an increase in knowledge caused by following MadMarked on Facebook (see Table 19). This indicates that MadMarked is at least mildly successful in their goal of trying to educate their customers.

The answers also indicated that the respondents were already interested in food and as such, MadMarked might not reach those who truly would benefit from gaining knowledge about the contemporary food system. When the respondents are already knowledgeable about food and the production of it, they are probably also more likely to actively seek out the venues and places, wherein they will learn more. That also applies to the fact, that they are probably more likely to gain an increase in knowledge from the communication that MadMarked Offers.

The individual Facebook shop pages does not seem to be the optimal platform for educating consumers to the intricacy of the food systems as it might make the project seem elitist, and takes away the light-heartedness of the idyllic, rural setting that they otherwise project. This was already pointed out in the interview with MadMarked (see appendix 1), and the study seems to support that idea.

However, the social media platforms could still prove valuable for MadMarked in terms of changing the minds and attitudes of their followers if they do as planned and uses the Food Peace and MadMarked HQ profiles as primary communicators in terms the more political activism information.

This would keep the more controversial information separated from the individual MadMarked pages, and thus keep a separate identity. For it to work, the Food Peace and MadMarked HQ will need to attract more followers, in order to be able to spread their message in a wider circle of receivers.

The social media networks and platforms are deemed useful for the staging of ecological, social, and ethical food issues, but it is considered important to identify the market segments in order to accommodate one's message to achieve its full potential. Though it could not be proved that there was a significant correlation between an increase in knowledge, and a change in behaviour, that could be the fault of the study, rather than an unsuccessful communication. It can therefore be concluded that Facebook might not be able to reach those with no interest in one's message, but it can be used to reach those with a budding interest, who could then become future advocates of the cause.

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