Entomophagy and emotions for the French eaters: a socio-anthropological approach

Insects trigger disgust reactions and are excluded from the western food model and particularly from mainland France model. An interdisciplinary project to better understand the socio-anthropological, educational, and neurocognitive factors involved in the acceptance of this food, their categorisation, the triggering of emotional reactions is being developed. The purpose of the study is to capture the plasticity of food registers and examine the educational strategies in order to tamper the negative reactions to edible insects for sustainable food.

This article focuses on the implementation of innovative methodological protocols and tools for studying entomophagy in France and the practices existing in many geographical and cultural areas. The introduction of insects in food models in France - from the forms of socialization, commensality of rituals and social relations (in terms of class, gender, generations) - will be discussed on the basis of a review of literature on entomophagy, emotions, taste and disgust and on the basis of methodological protocols and exploratory results. The paper will propose an epistemological approach of the survey techniques to be considered to submit this project in the context of OVALIE in order to analyze: i) taste-related emotions in different contexts ii) emotional contagion phenomena, iii) the emotion work and performative utterances.

Keywords: Insects, Entomophagy, Food Neophobia, Emotional Work, Sociology

Experimental platform to study Food habits: A perspective for Nutrition Research

Nutritional balance is essential to maintain health and central to preventing major diseases, importantly type 2 diabetes, coronary heart disease, cancer and obesity. Although the relationship between nutrition and health has increased significantly in the last decade, this is not always reflected in everyday food choices of any given population. Thus, identifying and understanding salient motives underlying individual food choices is needed to help promote healthy eating behaviors. Food habits studies can be used to reflect food consumption patterns, nutrient intake and nutritional status of individual or a population. This presentation will briefly describe dietary intake methods and highlight results of the food consumption patterns in adult Malaysians from the National Health and Morbidity Survey (NHMS) 2014, Ministry of Health Malaysia.

Keywords: Nutritional balance, comorbidity, food consumption pattern, NHMS
The main purpose of the seminar is to develop the scientific project of OVALIE, a platform to study food habits.

**OVALIE: a second generation of Platform to study Food habits**

OVALIE is an experimental platform designed by the Chair of Food Studies and developed in the frame of CERTOP - CNRS and ISTHIA with a view to study food habits. Its modularity allows for filming food interactions in various settings so that researchers can draw up a register of gustatory emotions and expressions and also assess the part played by the context in food interactions depending on the environment (gourmet restaurant, school canteen, hospital, etc.) and culture (Europe/Asia). The presentation will help develop the scientific project that is part of the work carried out within the framework of the Chair of Food Studies, Food, Cultures & Health and of the Associated International Laboratory Food, Cultures & Health. Dr. Cyrille Laporte will present the history of the Platform and its institutional development.

> Keywords: food studies, platform, social interaction, environment, culture

**Facial recognition of taste emotions: scientific challenges**

The communication will see how the new paradigm of facial recognition called “Neuronal Paradigm” reactive some theories developed at the beginning during the 20th century. The first one is the facial recognition of emotions was introduced in the 1970s and 1980s consists in relating the moves and contractions of the fiftyish facial muscles to the reactions felt by individuals (Ekman & Friesen, 1978). In this framework the gustatory dimension is addressed but not systematically developed. The second one, has been carried out on the gusto-facial reflex response (Steiner et Glaser, 1984), on mother-child interactions and circular reasoning by imitating the mother’s mimics. Those reflex actions are triggered by rapid stimulations. In the third one, Matty Chiva has demonstrated that those human reflex mimics, without any intent at first, appear in a social context of deeply involved relatives (feeding the newborn) who, the minute they see the mimic, interpret it, make it meaningful (1979).

> Keyword: emotion, recognition, food habits, eating behavior, reflex gusto-facial

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**Scientific equipment and epistemological issues**

A major innovation in the field of Food Studies is the project to build a second generation experimental platform dedicated to the study of eating behaviors and habits. These facilities are more and more widespread in other scientific fields and meet some scientific and social issues which are increasingly important. It is therefore legitimate and relevant to see whether it is possible to grasp some lessons from these other fields which are ahead. This paper attempts thus to describe the modes of operation and upgrading of comparable scientific platforms in other Fields. However, it is questionable whether the model developed in the field of hard sciences for these platforms is suitable for social sciences, and especially for food studies, or whether they should rather develop a specific model for their platforms.

> Keywords: Food Studies, Platforms, Research infrastructures, Scientific Facilities

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**Restaurants in the Age of (Big) Data**

From computer-aided recommender systems in tourism, with restaurant recommendation according to geolocation, local specialities, etc. to Computer-Curated Culinary Creations, many scientific and professional IT events focus on capitalising recipes, associating new flavours, reinventing dishes, simulating former dishes odours, etc.

Internet of Things and its connected devices, and the underlying data management and analytics, now integrated in many day life applications, raise new trends about “computerised” or “smart” restaurants. This concept makes cooperate, in various ways and at different levels, computer science and cooking or eating activities. The amount of data collected in these contexts implies to cope with big data problematic, for volume, variety, veracity and privacy issues, as these data must remain protected.

This first survey on how large-scale data analytics that transformed many scientific areas can bring new interdisciplinary research in other fields, such as food science will focus on social media, considering it within a social ecosystem, to observe social interactions. Indeed, cooking is not only recipes. Atmosphere, ambiance, memory, recollection, link with birth place, holidays, culture, family, emotions, feelings, friendliness or not, any subjective element can have to be taken into account as “the human is in the loop”.

In order to instantiate various social contexts and atmosphere, our observation will take place on OVALIE, a dedicated platform in Toulouse (France), seen as an experimental restaurant: this platform will enable to observe a “real life” scenario, considering the whole scene (devices, tables, seats, guests, food, cooking, lights, sounds, temperature, etc.) as a social ecosystem.

> Keywords: Social ecosystem, Man-man interaction, Metadata, Data management, Context and profile.

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**Expressing tastes and disgusts**

Where our passions and our obsessions are coming from facing what we eat? Where are our likes and dislikes? Claude Fischler is tracking the changes in dietary and cuisine, large and small, as well as the rise of regimes and thinness. He shows how modern civilization, changing lifestyles and industrialization have transformed our relationship to food and, at the same time to ourselves. His communication will focus on expressing tastes and disgusts.

> Keywords: tastes, disgusts, food habits, sociology of food