

## TECH3022-18 Social Media Practice

### Lab Four: Capturing Threads

#### 1 Introduction

##### 1.1 Chefs Table S1 Ep1: Massimo Bottura

Chef's Table is an American documentary web series released on Netflix. Each episode of the series profiles a single world-renowned chef. [https://en.wikipedia.org/wiki/Chef%27s\\_Table](https://en.wikipedia.org/wiki/Chef%27s_Table)

<https://youtu.be/1pY6IvkQm2Q>

##### 1.2 Workshop Activities

- Open a thread on Discourse called 'Food Literacies'.
- Scan through the articles and links that are listed in this document, then working in pairs decide which sections you want to look at.
- Add your sections to the TECH3022 research wiki page [https://wiki.our.dmu.ac.uk/w/index.php/TECH3022\\_Research\\_Planning\\_2017-18](https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Research_Planning_2017-18)
- Create a summary of the issues that are described and noted in these articles.
- Once you have created this summary, we will undertake a mind-mapping exercise using the whiteboard, so be ready to explain to other students what you have discovered.
- Return to working in your pairs, and look at, or see if you can find any comments and discussions that are related to the articles and threads.
- How can we capture the flow of these discussions so that we can analyse them in more detail?
- Are any of the capture tools that were listed in the previous workshop notes useful for this?
- Make a note of the challenges and issues that you might need to overcome in capturing these conversations and discussions?
- How would you capture the flow of a discussion?
- How do you know that what has been posted is what was intended by the person who posted it?
- How do you know the posts fit within the context of the discussion?
- What happens when a post does not fit within the context of a discussion?
- How can you capture and note comments about ongoing discussions that take place over time?
- Return to the whiteboard to share your ideas.
- Note the issues that are discussed and write them as a blog post.

#### 2 Food Literacy

- The scaffolding that empowers individuals, household's communities or nations to protect diet quality through change and strengthen dietary resilience over time.
- A collection of inter-related knowledge, skills and behaviours required to plan, manage, select, prepare and eat food to meet needs and determine intake.
- [https://www.nutritionfoundation.org.nz/files/file/619/Helen%20Vigden%20Presentation%20NZNF%20Sept%202013\(1\).pdf](https://www.nutritionfoundation.org.nz/files/file/619/Helen%20Vigden%20Presentation%20NZNF%20Sept%202013(1).pdf)

"Food Literacy is understanding the process of how food gets to your plate and what types of foods should be on your plate. Sounds simple, but there are a lot of moving parts. One researcher defined food literacy to including planning and management, selection, preparation and eating. Jamie Oliver's advocacy for food literacy in the U.S. the past few years has made it painfully clear Americans don't really know the best foods to eat and default to starchy, sweet and processed. Beyond the balance of produce, grains and proteins in our diet there is more to consider. How much energy is used to produce our food? Should Americans eat the average of nine ounces of meat daily? (answer no!) How often should we buy local? How important is organic? It quickly gets complicated! Recently at the Urban Ag Conference, I had the opportunity to listen to food advocates talk about food literacy. Community workers in poor areas talked about how little information is needed to move families to healthier eating habits without harming budgets. Here are some ideas we can all implement in our own communities." <http://truefoodmovement.com/what-is-food-literacy>

## 2.1 What is Food Literacy?

- A collection of inter-related knowledge, skills and behaviours required to plan, manage, select, prepare and eat food to meet needs and determine intake.
- The tools for a healthy lifelong relationship with food.
- Highly contextual. That is, the nature of each component and its importance relative to other components will be contextually driven.

## 2.2 What are the Components of Food Literacy?

### Plan & Manage:

- Prioritise money and time for food.
- Plan food intake (formally and informally) so that food can be regularly accessed through some source, irrespective of changes in circumstances or environment.
- Make feasible food decisions which balance food needs (eg nutrition, taste, hunger) with available resources (eg time, money, skills, equipment).

### Select:

- Access food through multiple sources and know the advantages and disadvantages of these sources.
- Determine what is in a food product, where it came from, how to store it and use it.
- Judge the quality of food.

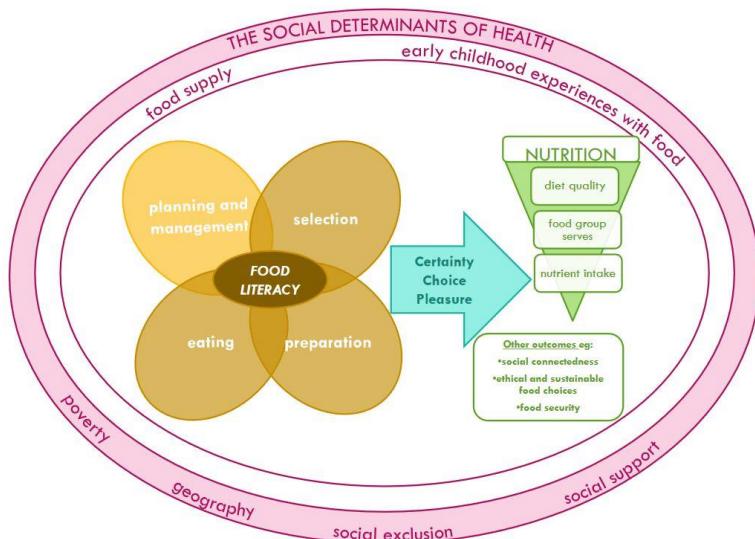
### Prepare:

- Make a good tasting meal from whatever is available. This includes being able to prepare commonly available foods, efficiently use common pieces of kitchen equipment and having a sufficient repertoire of skills to adapt recipes (written or unwritten) to experiment with food and ingredients.
- Apply the basic principles of safe food hygiene and handling.

### Eat:

- Understand food has an impact on personal wellbeing.
- Demonstrate self-awareness of the need to personally balance food intake. This includes knowing foods to include for good health, foods to restrict for good health and appropriate portion size and frequency.
- Join in and eat in a social way.

## 3 What's Different about Nutrition and Food Literacy?



### **3.1 Meal Preparation**

**Cook:** The most subversive thing we can do to fight “BigFood” is to prepare meals at home. Home cooks used fresh ingredients and less sugar and salt and very little (if any) food additives and dyes. But saying that and implementing that are entirely different things.

Community participants need to teach people how to cook healthy foods. This can be done at Farmers Markets, through community classes, and through the school system. We can work with local elected officials to find funding and develop program that best meet local needs. Don’t look for blanket solutions, look for methods that resonate with your community.

**Be a Role Model, Not an Ass:** We can be role models in our community by practicing what we preach. Bring a healthy appetizer to your next party or talk to a neighbor about your farmers market finds. Give a demonstration in your kid’s school about the amount of sugar in drinks. Heck, start a blog about healthy eating (like we did!).

**Patience:** If you’ve ever been on a diet you know how easy it is to slip back into old habits. Even if you feel better with new food choices, life can get in the way and people can backslide. That’s OK, don’t judge, just be there for your community and continue to help those who ask (please don’t foist yourself unto people who don’t want the attention!).

**Flavour:** Any food you’re sharing with others needs to taste good. Let’s face it green smoothies that seem to glow are alarming to someone who would rather chomp on a hamburger. Develop a few recipes that are flavorful, easy to share and inexpensive. <http://truefoodmovement.com/what-is-food-literacy>

### **3.2 Food Skills**

“Kitchen Literacy: PART 1—A conversation with author, **Ann Vileisis** about Kitchen Literacy, what we know about our food, and how we came to know it. For Ann, her book Kitchen Literacy came about because she was struck by how much she didn’t know about the common foods she encountered in the supermarket. In the research”

<https://youtu.be/EgaQDQc5UhU>

### **3.3 Nutrition Knowledge**

#### **Michael Pollan: In Defence Of Food**

“Michael Pollan’s new book, In Defence of Food, provides the backdrop for his talk at the Bagdad Theatre in Portland, Oregon. Remarkably, Mr. Pollan is talking about a defence of food in a literal sense: it’s increasingly difficult to escape from eating foods that are food-like substances (processed foods), but are not whole (real) foods. We have come to look upon “nutritionism” as a valid means of determining (healthy) value in our diet; food has been reduced to its composition of good and bad nutrients, but are we really eating healthier? In part one, we see how simple changes in food labelling requirements can influence consumer behaviour, and how food manufacturer’s apply overwhelming pressure to effect laws that ultimately protect their own interests” <https://youtu.be/LWg0cCNAB-M>

### **3.4 Food Involvement**

#### **MRE Review: (Meal, Ready to Eat) Menu No. 17 Sloppy Joe (From 2007)**

Here's another MRE review. This time we're looking at a Sloppy Joe meal from The Wornick Compnay that was packaged in 2007 (no date code on the outer bag, but able to determine age from codes on the contents). For something that was over five years old this tasted pretty good. The Sloppy Joe Filling was thick and had a lot of beef in it. The age didn't seem to affect it. It was somewhat spicy, but not overwhelming. Those who like their food spicy can always add the Tabasco sauce that came in the accessory pack (and possibly the Jalapeno Cheese Spread). The other items that don't seem like they'd be good after five years of storage (tortillas, snack crackers and shortbread cookies were all pretty fresh--especially considering the age. The orange beverage powder tasted almost exactly like Orange Gatorade. <https://youtu.be/EBkYoAh4BzA>

### **3.5 Cooking**

#### **Rock Your Brain | The Skinny on Salt, Fat, and Sugar**

Investigative journalist, Michael Moss, spills the dirty secrets of the food industry.

<https://youtu.be/27vLRkv8o3Q>

## **4 Where do We Learn About Food?**

### **Adults Try Cooking For A Week**

"I know you don't put plastic in the oven...but I put plastic in the oven."

<https://youtu.be/TW-Tcgh9VU0>

### **Little Tikes Cook N Learn SMART Kitchen Ipad App Slicing Food, Cooking Recipes by DisneyCarToys**

Kids learning kitchen with the Little Tikes Cook N Learn Smart Kitchen. DisneyCarToys Sandra uses the iPad to play games and cook yummy kids recipes with her daughter Ava. We bake pizza in the oven and make pie. Ava learns about healthy cooking and a garden too. <https://youtu.be/J293k7Klp4>

#### **4.1 Home**

##### **3 Ways to Cook Eggs in Microwave Every College Student Should Know**

[https://youtu.be/\\_FSDAg5LClc](https://youtu.be/_FSDAg5LClc)

#### **4.2 Time Life Books. The Good Cook. 1981**

<https://youtu.be/y20lwvykTgE>

#### **4.3 Jerry and Margo's dinner party - The Good Life – BBC**

Jerry persuades JJ to offer Tom his old job back as Margo's dinner party ventures out into the garden. Tom and Barbara though have more pressing matters, one of their chickens is about to lay its first egg! Funny clip from the classic 1970s sitcom The Good Life. <https://youtu.be/TKGr5KGxpwo>

#### **4.4 Margo's muddy moment - The Good Life – BBC**

With Jerry's leg in plaster and Tom nursing a bad back, Margo dons her bright yellow waterproofs to help the Goods with their first harvest in a very muddy garden. Funny clip from the classic 1970s sitcom The Good Life.

<https://youtu.be/8Y-mZaphP5U>

#### **4.5 School**

##### **Learn to Cook: Bridget Lancaster Explains How to Chop an Onion**

Do you really know how to chop an onion? Creating uniform pieces is easy with a sharp knife and some basic technique. Bridget shows exactly how we do it in the test kitchen—efficiently, safely, and precisely.

Want to cook like the professionals at America's Test Kitchen? Now you can. Learn about our new online Cooking School and discover how you can become a better cook with help from Bridget Lancaster and the Cooking School crew. <https://youtu.be/Znv46pRiDIk>

#### **4.6 Television/Books**

##### **1970s UK Glamorous Housewife Cooking in Modern Kitchen**

<https://youtu.be/a5KyRX5Zcio>

#### **4.7 Top 10 Greatest Celebrity Chefs**

Whether they're known for their restaurants, their cooking smarts, their personalities or their expletive-laced diatribes, celebrity chefs all have one thing in common – they make us want to lick our TV screens.

<https://youtu.be/RRCW1acFsxs>

#### **4.8 Fanny Cradock Cooks & Decorates Christmas Cakes \*HQ\***

What can one say, La Cradock does what she does best, all surrounded by horrible 1970's tinsel, God Bless ya Fanny, give 'em hell, wherever you are!

<https://youtu.be/usxozpMgwnE>

## **5 Food Industry**

### **Home Economics: Buying Food - 1950 Educational Film - S88TV1**

A primer on sensible food shopping, made for home economics classes. Teaches how to read canned food labels and get a glimpse at the mysterious grading system for various foods. Supermarkets are designed to encourage impulse buying, however armed with the information in this film you'll know how to tell if a special price is really a bargain.

<https://youtu.be/IrNxDnsq3JA>

## **5.1 De-Skilling Food**

**Today's review is for a Pepperoni Pizza from McDonald's.**

McDonald's Pizza - Food Review

<https://youtu.be/BalhiByCRTQ>

**The Rise of Fast Food Industry in the 1950s AP US History**

<https://youtu.be/nZeeLZDWb-s>

**Fast Food Documentary Part 1**

<https://youtu.be/D05wcO54aWs>

## **5.2 Technology**

**Food Tech: Hot Dog Tech | History**

Food Tech takes us through the whole process of making hotdogs.

<https://youtu.be/XDEIAUEyyms>

## **5.3 Microwave Ovens: "Preparation of Foods Stone Age to Space Age" 1969 Litton Industries**

The first food to be deliberately cooked with Spencer's microwave was popcorn, and the second was an egg, which exploded in the face of one of the experimenters. To verify his finding, Spencer created a high density electromagnetic field by feeding microwave power from a magnetron into a metal box from which it had no way to escape. When food was placed in the box with the microwave energy, the temperature of the food rose rapidly. <https://youtu.be/KCi-umqXc6KM>

## **5.4 Food Tech Innovations to Get Up Your Appetite**

Here's some food for thought: new innovations in food technology are changing the way we grow, make, and eat our food. From 3D printed pizza to liquid nitrogen ice cream, these high-tech foods are sure to make your mouth water.

<https://youtu.be/53myZHgQuig>

**Fast Food Vending Machine in Japan!**

<https://youtu.be/JmFdOFxJQzM>

## **6 Food Literacy Challenges?**

### **6.1 Food Literacy with Prof Bill & Dr Page: UWS 2010 Research Series**

Bill Bellotti from the School of Natural Sciences talks about food literacy - are my food choices good, are they clean and are they fair? Dr Girjia Page talks about a current project being conducted by the School of Natural Sciences on sustainable production and consumption.

<https://youtu.be/ulp9AyOPQpA>

### **6.2 "The Art of Social Innovation" - The Food Literacy Project at Oxmoor Farm**

The Food Literacy Project at Oxmoor Farm is humbled and proud to have been named the winner in the Art of Social Innovation from the Center for Nonprofit Excellence's Pyramid Awards. Please take a look at this video from the awards highlighting some of our work!

[https://youtu.be/zkXGuwS76\\_I](https://youtu.be/zkXGuwS76_I)

### **6.3 Food Literacy in Schools | Bettina Neufeld | The 431 Project Summit**

Food Justice Activist Bettina Neufeld challenges us to think about ways that we can connect the classroom to the cafeteria in ways that boost food literacy in our schools.

<https://youtu.be/YslQhyp2njs>

## **7 Food Rules?**

**Choose Food Over Food-Like Substances, Food Writer Michael Pollan Tells CDC**

<http://www.webmd.com/food-recipes/news/20090323/7-rules-for-eating#1>

### **7.1 How to Eat - Diet secrets from Michael Pollan (and your great-grandma)**

<http://michaelpollan.com/reviews/how-to-eat/>

## **7.2 Scratch Cooking?**

Making your own pizza is one of the ultimate cooking experiences. No matter how misshapen, over-sauced or charred it comes out, it will always be in a different league to what you can pick up from a takeout pizza chain. <http://www.jamieoliver.com/news-and-features/features/how-to-make-pizza-from-scratch/>

## **7.3 Scots are cooking recipes from scratch just so they can photograph it and show it off on social media, a study has found.**

Rather than cooking for enjoyment, one in five Brits admit to regularly making a nice looking meal with the sole purpose of posting it on sites such as Instagram, Facebook or Pinterest.

[http://www.eveningtimes.co.uk/news/14769165.Scots\\_are\\_cooking\\_recipes\\_from\\_scratch\\_so\\_they\\_can\\_show\\_off\\_on\\_social\\_media/](http://www.eveningtimes.co.uk/news/14769165.Scots_are_cooking_recipes_from_scratch_so_they_can_show_off_on_social_media/)

## **8 Eat-n-Tweet**

### **8.1 Why sharing photos of food is about more than what's on the plate**

Why do so many of us feel compelled to share photos of our meals?

<http://thenextweb.com/opinion/2015/09/01/why-sharing-photos-of-food-is-about-more-than-whats-on-the-plate/>

### **8.2 Meal Sharing: New Website Enables You To Eat With People from Around the World**

<http://www.thekitchn.com/meal-sharing-new-website-enables-you-to-eat-with-people-from-around-the-world-food-news-181562>

### **8.3 How Social Media Is Changing The Way We Eat**

The phenomenon known as the “eat and tweet” has flooded social media feeds with mouthwatering food photos. Why is everyone suddenly so keen to snap their snacks? Social status? Loneliness? And how is it changing our approach to food and eating? <https://www.menulog.com.au/blog/social-media-changing-eat/>