

**Training on theoretical basis and top current methods in food
consumer science**

Training 2 Fruit consumption

Ohrid, 22 -23 June 2009

MONDAY 22 June	Training - Theory	Responsible
08.30-09.45	Introduction and presentation of the programme, training objectives, practical information etc. Warm up exercise	SEEDEV
Fruit consumption and Stepwise research approach to social research		
09.45-10.45	History of fruit consumption in WBC and Europe Approach: Lecture in plenary, discussion	Karin Zimmermann LEI
10.45 -11.00	Introduction to stepwise research approach	Ivo van der Lans LEI
11.00-11.20	Break	
11.20-11.55	Measurement of fruit consumption - consumers view	Siet Sijtsema LEI
11.55-12.25	Introduction about theories applied in the field of fruit consumption	Siet Sijtsema Ivo van der Lans LEI
12.25-13.00	Exercise 2 – groupwork	SEEDEV
13.00 – 14.30	<i>Lunch</i>	
14.30 – 15.00	Exercise 2 – reporting from groups	SEEDEV
15.00-15.05	Summary and link with research proposal	Ivo van der Lans LEI

Scale development as measurement instrument in food consumer research		
15.05-17.00 (including break around 16.00)	<p>Scale development as measurement instrument in food consumer research</p> <p>from idiosyncratic terms to common meaning – presentation item selection: data driven vs expert driven; scale reduction; cross cultural research</p> <p>Methodology: presentation, groupwork, discussion</p> <p>Exercise 3 item generation</p>	Ivo van der Lans LEI
17.00-17.15	Stepwise research approach to social research, summary	Ivo van der Lans LEI
17.15 – 17.30	Conclusions of the day	SEEDEV
20.00	Dinner	
DAY 2		
Tuesday 23 June	Training - Theory	Responsible
8.30-10.00	<p>Stepwise research approach to social research, summary</p> <p>Exercise 4: research proposal composition</p>	Ivo van der Lans LEI
Application of qualitative research with emphasis on results		
10.00 – 12.20 (including break around 11.00)	<p>Application of qualitative research with emphasis on results</p> <ol style="list-style-type: none"> 1. different types of data analysing 2. researches illustrating various aims, methods used and types of analyses 3. how to report about qualitative data <p>Objective: to extend the knowledge of qualitative data analysis and reporting of consumer research, using the examples of fruit consumption research</p>	Burkhard Schaer, Ekozept Martine Laniau, GEM
11.20-13.00	Nutritional facts of fruit	Julie Mardon ENITA -C
13.00 – 14.30	lunch	
14.30 - 16.30	Transition and food consumption	Matthew Gorton, John White, UNEW Goran Zivkov, SEEDEV
16.30 – 17.00	Conclusions and evaluation of the training	SEEDEV