

Family dynamics and social practice theories: an Investigation of daily consumption practices

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Outline of this presentation

- **An overview of social theories of practices**
- **An empirical research on daily practices based on an internet survey run by WWF-Belgium**
- **Conclusion**

An overview of social theories of practices

An overview of social theories of practices

- **Origins:**
 - **Bourdieu**'s works on practices and habituses
 - **Giddens**' structuration theory(1984), namely the key role of routines in structuring societies
 - **Wittgenstein**
- → all departing from the usual dichotomies:
 - holism/individualism,
 - structure/agency,
 - macro/micro

An overview of social theories of practices

- Unit of analysis: **practice**
(always collective)
- **Key concepts:**
 - Schatzki (1996): a practice is a **coordinated entity**, i.e. a “**nexus of doings and sayings**”
 - Reckwitz (2002): “The single **individual** as a bodily and mental agent – then acts as the ‘**carrier**’ of a practice

Material arrangements
products, techniques

Know-how
and routines

Practice:
doings &
sayings

Teleo-affective
structures

Institutionalised rules

An overview of social theories of practices

- **Key concepts:**

- The individual is a “**crossing point**” of many practices and acts at the **intersection** of many practices:
 - “[a]s there are diverse social practices, and as every agent carries out a multitude of different social practices, **the individual is the unique crossing point of practices**, of bodily-mental routines.” (Reckwitz, 2002, p. 256)
 - See ‘translation’ in the methods’ section

Practice changes

- Practice change is
 - neither a matter of behavioural change
 - nor a matter of individual choice
- Shove, Pantzar and Watson (2012):
Practice change if **reconfiguration(s)** of
 - Components of practice
 - Relations between practices
 - Careers and carriers of practices
 - Social networks through which practices circulate and develop

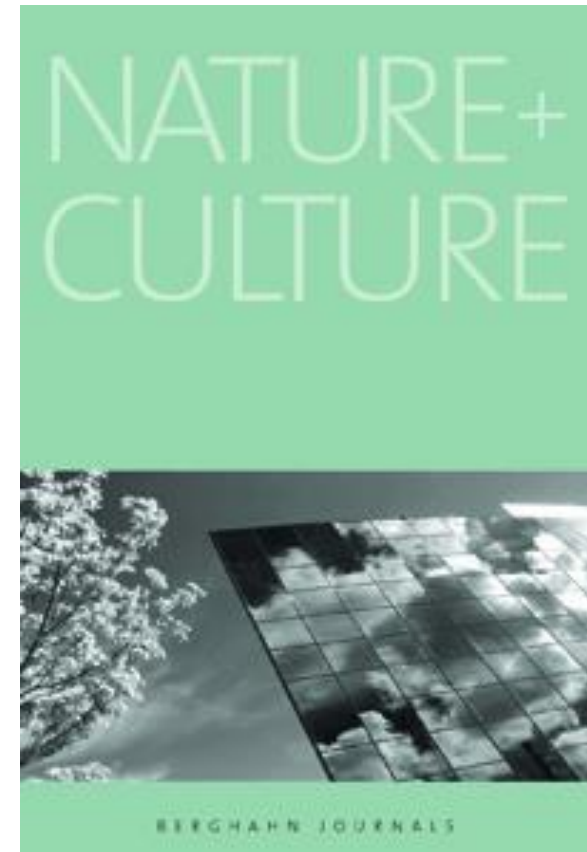
An empirical study

Françoise Bartiaux et Luis Reátegui Salmón

Compartmentalisation or domino effects between 'green' consumers' practices? Some topics of practice theories observed with an Internet survey
2012



Family Dynamics and Social Practice Theories: An Investigation of daily practices related to food, mobility, energy consumption and tourism
2014



A sensitisation campaign with the ecological footprint

- Focus on ordinary consumption, Agenda 21
- **The ecological footprint concept**
(Wackernagel & Rees, 1996)
- **Computing the ecological footprint**
 - Per country: 'top-down' method
 - Per individual: 'bottom-up' method



<http://www.footprintnetwork.org/index.php>

- **Scope of this contribution**
 - Neither discuss the concept nor test the estimations
 - **Explore whether and how consumers' practices are structured**

A sensitisation campaign with the ecological footprint

A sensitisation campaign run by WWF-Belgium

October 2006, **Internet questionnaire**

Adds & tips in major newspaper, mails

N = 33 186 → 29 778

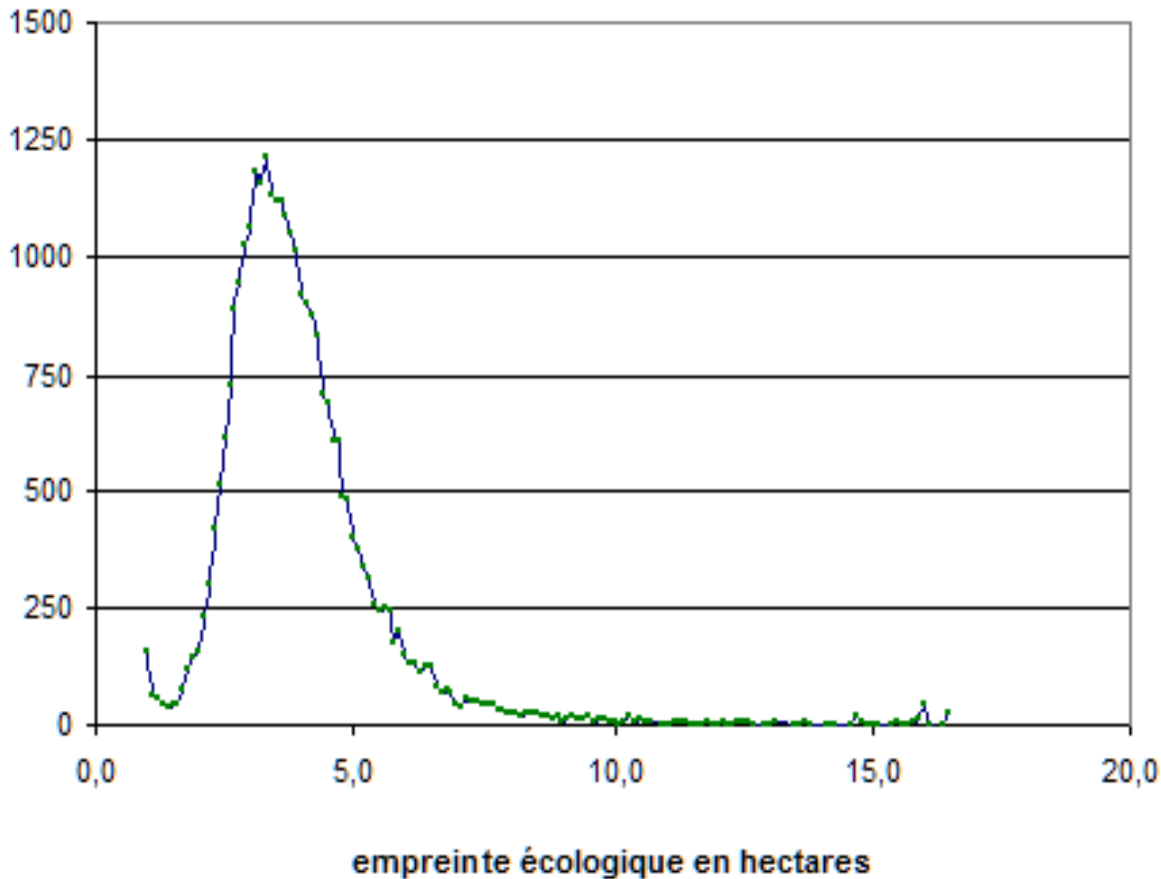


10 questions
Food
Energy use
Mobility
Tourism

Estimation of footprint
17 possible
commitments

Results on the ecological footprint (underestimated – top-down:5.2ha) (WWF-Belgium survey, 2006, N= 29 778)

Distribution de l'empreinte écologique



Mean	3,95
Mediane	3,70
Mode	3,30
Perc 10	2,50
Perc 20	2,90
Perc 25	3,00
Perc 30	3,20
Perc 40	3,40
Perc 50	3,70
Perc 60	4,00
Perc 70	4,30
Perc 75	4,50
Perc 80	4,70
Perc 90	5,60

Material arrangements
products, techniques

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structures

Institutionalised rules

4 linking components

- **1. Know-how & incorporated habits**
 - Knowledge on the environmental consequences of our lifestyle
 - ‘Mental routine’ of reflexivity
- **2. institutionalised knowledge, explicit rules**
 - Mandatory labelling of the country of production of fruits & vegetables
 - Subsidies, fiscal deductions ... for insulation works
 - Possibility to change the electricity supplier (not in 2006 in Brussels and in Wallonia) → **Policy lever!**

4 linking components

- **3. Teleo-affective structures (engagements)**
 - Ethical values, ends, meanings, significations...
 - Projects
 - Raisons, motivations
 - Socially accepted ways to link or not 'doings' (practices) and 'sayings' (environmental concern)
- **4. Technologies & material structure**
 - Food production system and market
 - Public transportation means, roads & highways, regional airports...

Methods

- **Variables of practices combinations**
 - *cfr* individual at the intersection of numerous practices
 - + precise than a factor analysis
- Analogy with the artifice of **fictive cohort** in demography
 - From transversal to longitudinal
 - Test of the domino effect
- **Multiple correspondence analysis**
 - Focus on practices

Results

Search for information



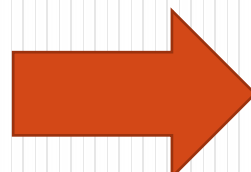
Practices change

Information → Practice change?

- *Cfr* postulates in economics, in social psychology
 - There is a lack of information
 - Information → Practice change
- In social practice theories: importance of **know-how** for linking doings & sayings
 - Practical & embodied routines
 - Ex: daily mobility, comfort temperature...
 - ‘Mental routines’ (Reckwitz)
 - Ex: reading labels, concern for electric consumption

‘Very green’ practices reported	<u>Less open</u> to environmental information %	<u>More open</u> to environmental information %
Fruits & vegetables: local, seasonal, not frozen	30,1	<u>33,8</u>
<u>Meat</u> < 4 times/week	25,3	<u>29,0</u>
Small dwelling, very well insulated, heated econom	5,0	4,2
Small dwelling & quite concerned for electricity	13,5	<u>14,8</u>
Never uses a car (not sig.)	9,7	8,9
Tourism in Belgium or nearby	31,6	28,5
Mean	1,151	<u>1,191</u>

Already a few 'green' practices...

 **Larger openness** to environmental information & advice

 Search for confirmation & 'self-esteem bonuses' (Moezzi)



Results

**Practices compartmentalisation
or domino effects?**

Practices compartmentalisation

- $2^6 = 64$ **ways of combining** ‘(very) green’ practices or ‘not green’ practices in various domains of every-day life:
 - Food: fresh fruits & vegetables, meat < 4 times/week
 - Energy-use in housing: heating, electricity use
 - daily mobility: car use
 - tourism
- **Large diversity of combinations:**
all 64 combinations are found in the sample

Top 5 combinations of 'green' & not 'green' practices

PRACTICE %	1 9.1	2 8.7	3 8.4	4 4.2	5 4.1
Fruits & vegetables: local, seasonal, not frozen	NO	NO	NO	Y	Y
<u>Meat</u> < 4 times/week	NO	NO	NO	NO	NO
Middle-size or large dwelling, very well insulated, heated economically OR small dwelling	NO	Y	NO	Y	NO
Middle-size or large dwelling & quite concerned for electricity consumption OR small dwelling	NO	Y	Y	Y	Y
Car use < 50 km/day	Y	Y	Y	Y	Y
Tourism in Europe, no plane	Y	Y	Y	Y	Y

Practices compartmentalisation

- Mean number of 'green' practices:
 - 'Very green': 1.16 (out of 6)
 - 'Green': 3.09 (out of 6)

Practices compartmentalisation

- Mainly 1 ‘**very green**’ (or 3 ‘green’) **practice(s)**
- Practices compartmentalisation:
no transmigration of ‘green’ consideration (if **any**) ($\neq$ Warde’s hypothesis)
- And/or: **no ‘green’ considerations** in ‘green’ practices (but health, money, no driving license... Also mental compartmentalisation?)
- And/or: **play, simulations** (“What would be my ecological footprint if my answers/practices were $\neq$?”)

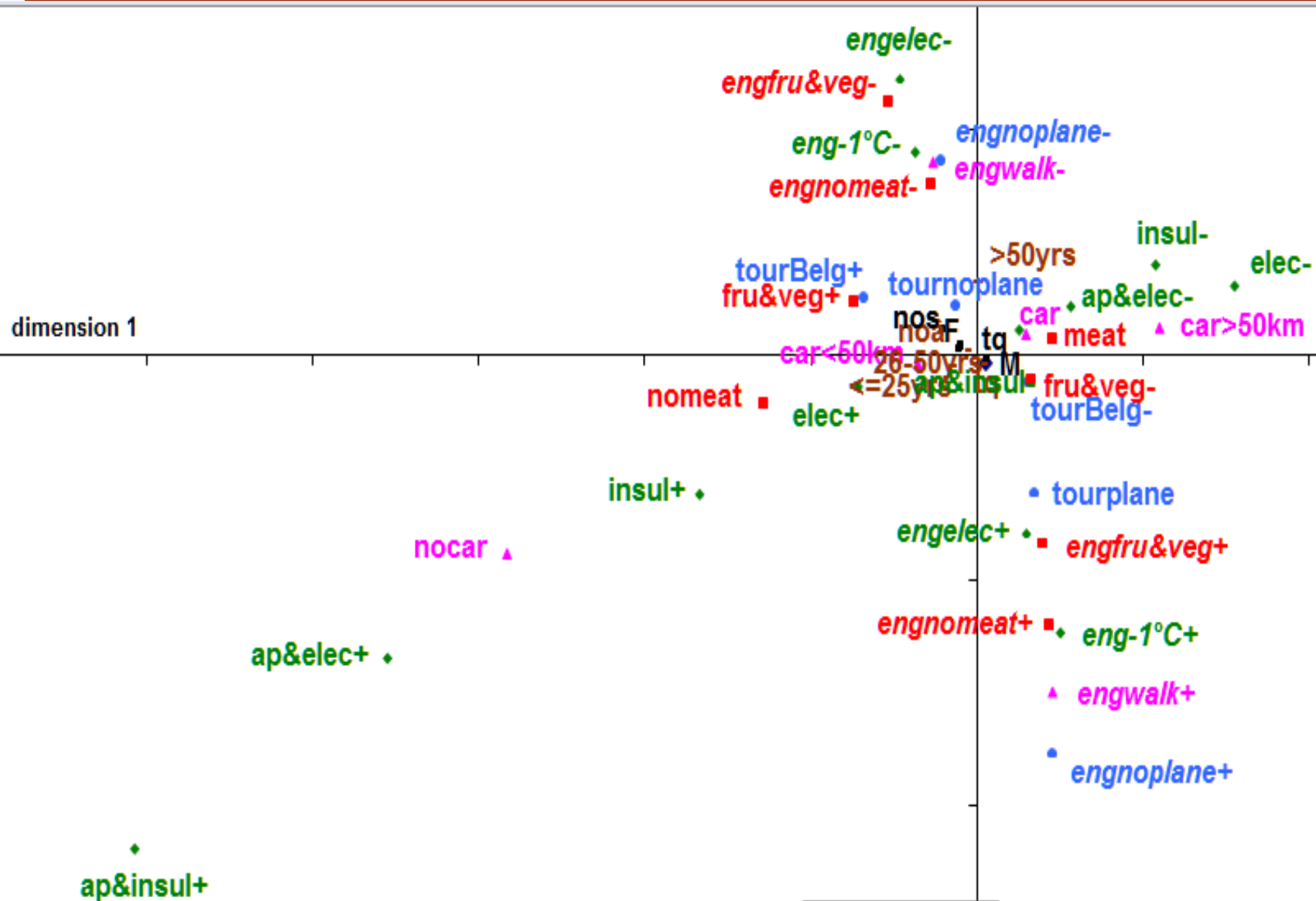
Results

**A standardised
teleo-affective structure?**

Standardised ways of linking practices & commitments?

- **6 possible commitments to ‘green’ practices in the same domains of every-day life:**
 - Food: fresh fruits & vegetables, no meat twice a week
 - Energy-use in housing: heating (-1°C), electricity use (5 CFL)
 - Daily mobility: walk or bike for <5 km
 - Tourism: no plane every other year
- **Numerous commitments combinations ($2^6=64$)**
 - 0 commitment: 10%; 6 commitments: 7%
 - No standardised “teleoaffective” structure (in Schatzki’s terms)
- **⇒ Compartmentalisation between practices and commitments**

Multiple correspondence analysis



Policies implications

- Sensitisation campaigns (?)
 - **Technique**
 - Reformulate the **questionnaire**
 - **Customise** the proposed commitments to the profile of the respondent
 - **Content**
 - Be ready for a **playful use** of an Internet campaign
 - Be aware of practical and mental **compartmentalisation**
 - Better appropriated by already-convinced persons

Personal Carbon Trading Scheme

www.eci.ox.ac.uk

- Tool to ‘**decompartmentalise**’ practices in ≠ areas as there are no massive domino effects
 - Energy use:
heating and electricity
 - Daily mobility
 - Tourism
 - ... Food
- Problems of politics and of implementation must first be solved



Results

**Influence of
significant personal relationships?**

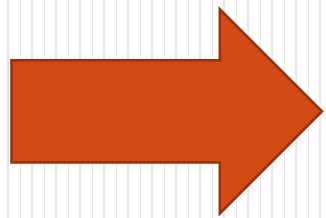
Adding social interactions

- When recruiting new practitioners and when changing practice: **role played by reference persons**:
 - building manager in Latvia (Ozoliņa and Garā 2011),
 - sales demonstrators seen as cultural intermediaries in Portugal (Truninger 2011),
 - dedicated employees acting as “Environment Champions” in England (Hargreaves 2011)
 - friends (Vittersø 2003),
 - partners for whom “my normal routines are confronted with your strange habits” (Ehn and Löfgren 2009; Bartiaux 2003; Kaufmann 2007)
 - children (Bartiaux 2009, Garabuau-Moussaoui *et al.* 2009)
- Giddens’ concept of **discursive consciousness**

Number of 'very green' practices reported	1 person %	2 persons %	3 persons %
Fruits & vegetables: local, seasonal, not frozen	30,5	31,8	29,6
<u>Meat</u> < 4 times/week	<u>43,4</u>	<u>29,4</u>	<u>19,4</u>
Small & very well insulated dwelling, heated econom.	13,5	5,6	2,6
Small dwelling & quite concerned for electricity	<u>31,2</u>	<u>16,5</u>	<u>5,5</u>
Never uses a <u>car</u>	<u>24,6</u>	<u>9,9</u>	<u>6,9</u>
Tourism in Belgium or nearby	37,0	27,8	33,3
Mean	1,802	1,211	0,977

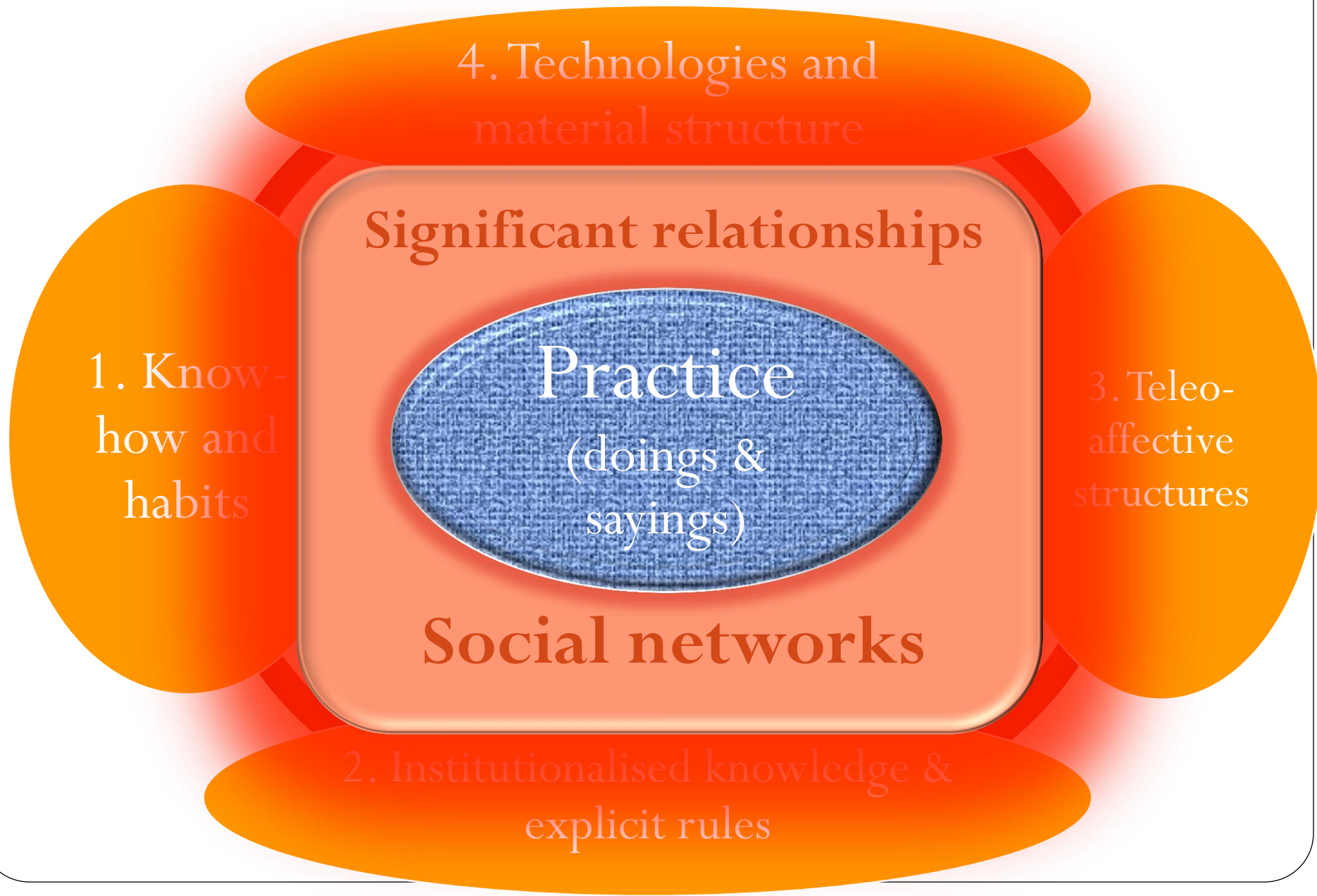
Number of ‘green’ practices reported	1 person %	2 persons %	3 persons %
Middle-size or large dwelling, very well <u>insulated</u> , <u>heated</u> economically OR small dwelling	<u>64,1</u>	<u>43,9</u>	<u>29,8</u>
Middle-size or large dwelling & quite concerned for <u>electricity</u> consumption OR small dwelling	<u>80,2</u>	<u>70,9</u>	<u>56,1</u>
<u>Car</u> use < 50 km/day	<u>84,1</u>	<u>78,4</u>	<u>71,0</u>
Tourism in Europe, no plane	65,3	65,9	77,9
Mean	3,68	3,20	2,84

**Significant personal relationships
are mediating the influences of the 4
components linking doings & sayings**



**Practices are reinterpreted
and less often (very) green**

Practice theories revisited



Conclusions

- **Compartmentalisation of 'green' practices**
 - Few 'green' practitioners, namely for food
 - Very numerous combinations of practices: eclectism rather than 'green' coherence
 - Little or no domino effect in $\neq$ areas
- **Green practices $\rightarrow$ search for + advice: sensitisation campaigns seem to be better appropriated by already-convinced persons**
- **Practice change is**
 - **neither a matter of behavioural change**
 - **nor a matter of individual choice**

**Thank you very much
for your attention!**

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