

The eclecticism of practices: when compartmentalisation becomes the norm



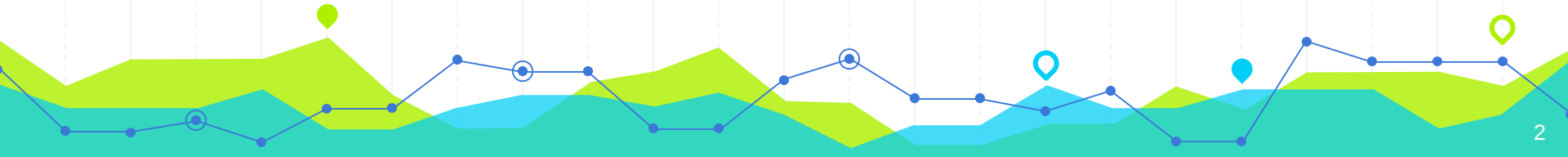
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OUTLINE

How do “green” practices **coexist** with less “green” practices?
Focus on **combinations** of **food practices**

- Theoretical framework based on **social practices theories**
- Methodology based on a **quantitative survey** (Nov-Dec 2014), in Wallonia (Belgium). n=1785



THEORETICAL FRAMEWORK: SOCIAL PRACTICES THEORIES (SPT)

Institutionalized procedures

Formal and informal codifications that govern the conducts (Warde, 2005: 140)

Material arrangements

Technologies, physical structures, techniques, and the body itself.



Teleoaffective structures

Embracing ends, projects, tasks, purposes, beliefs, emotions and moods (Schatzki, 1996: 89)

Know-how and routines

Practical consciousness, tacit knowledge, tradition, and so forth (Warde, 2005: 140)

SOCIAL PRACTICES THEORIES (SPT)

Schatzki (1996: 103) defines an **integrative practice** as “a set of doings and sayings linked by understandings, explicit rules, and teleo-affective structure.” But these components linking doings and sayings must not be the same that govern all the behaviors involved.

Warde (2013: 26) defines **compound practices** as a set of several practices that are not coordinated. It can be considered as “failed, or not yet worked up, integrative practices”.

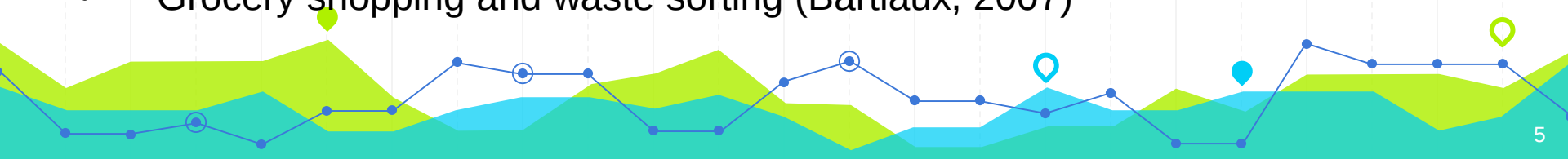
COMPARTMENTALISATION

"keeping green reflections out of certain practices"
(Halkier, 2001: 39)

"Eclecticism seems to be the norm and that 'green' considerations, if any, do not transmigrate among all practices"(Bartiaux & Reátegui Salmón, 2012: 476)

Literature overview about compartmentalisation:

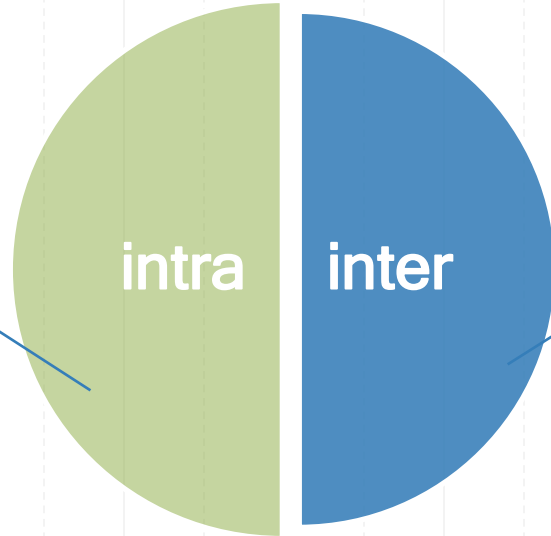
- Organic food consumption and other energy-related practices (Halkier, 2001)
- Grocery shopping and waste sorting (Bartiaux, 2007)



COMPARTMENTALISATION :

DIFFERENTS FORMS

Compartmentalisation happens between two practices of the same area of consumption (ex. in grocery shopping)

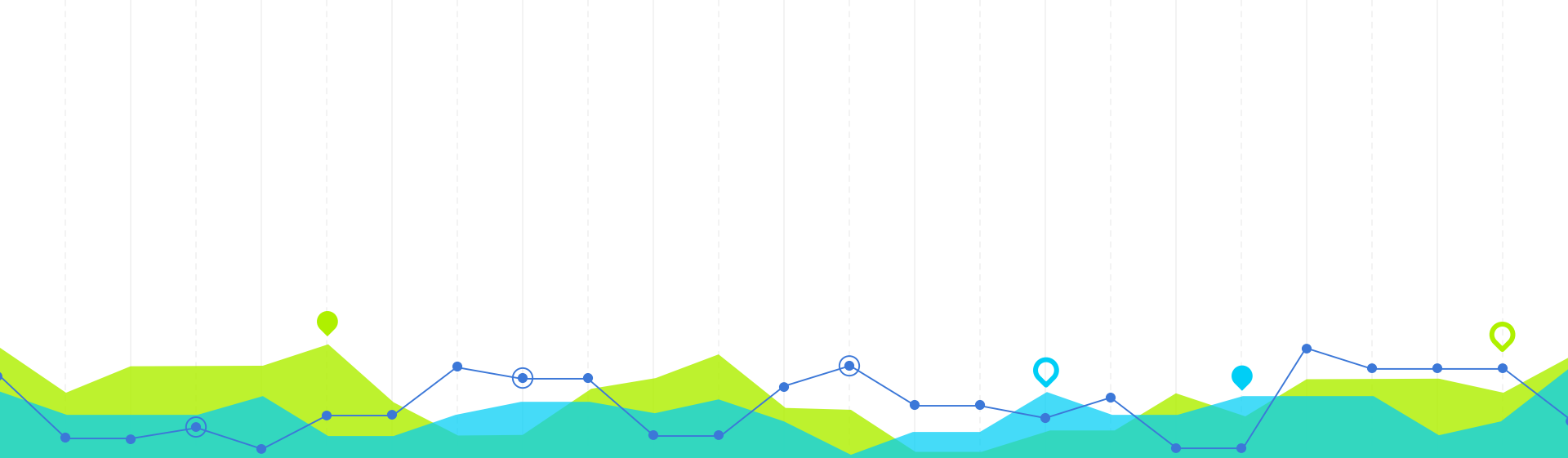


Adoption of "green" practices in some but not all consumption areas (ex. mobility/food)

METHODOLOGY

- ◉ **Quantitative survey** (Nov-Dec 2014), in Wallonia (Belgium)
- ◉ Internet-based questionnaire (1 questionnaire per IP address)
- ◉ 1785 respondents contacted mainly via municipality-based Facebook groups
- ◉ Except for gender (male respondents: only 30%), **rather representative sample** (re: age group (until 69 years), education level, household-income quartile)
- ◉ **Multi-thematic topics**: daily mobility, food, energy at home...





Results

Combinations of practices

Combinations of 17 variables, each with a “greener” option and a less “green” option :

- 4 variables on mobility practices
- 5 variables on supplying of food
- 6 variables on energy-related practices at home
- One variable on second-hand shopping
- One variable on the participation to citizens' initiative

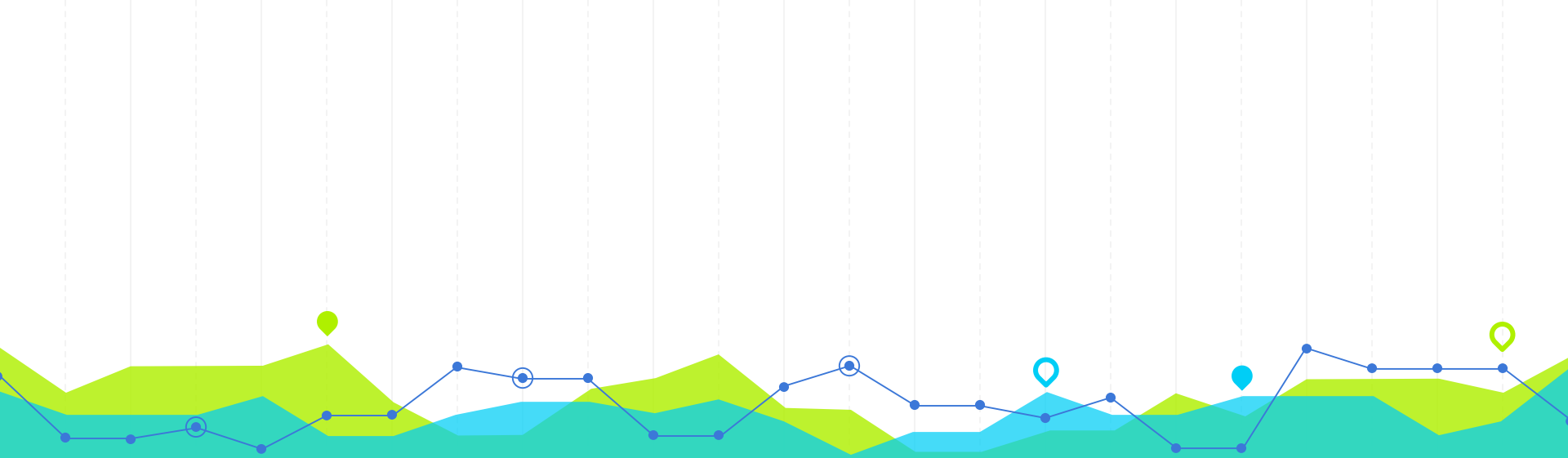


COMBINATIONS OF PRACTICES (1 112 listed out of 131 072 possible)

1	50			10																170	9,5
2	50			10																52	12,4
3	50			10																29	14,0
4	50			10																23	15,3
5	50			10																11	15,9
6	50			10																11	16,5
7	50			10																11	17,1
8	50			10																9	17,6

Compartmentalisation between areas

n %cum

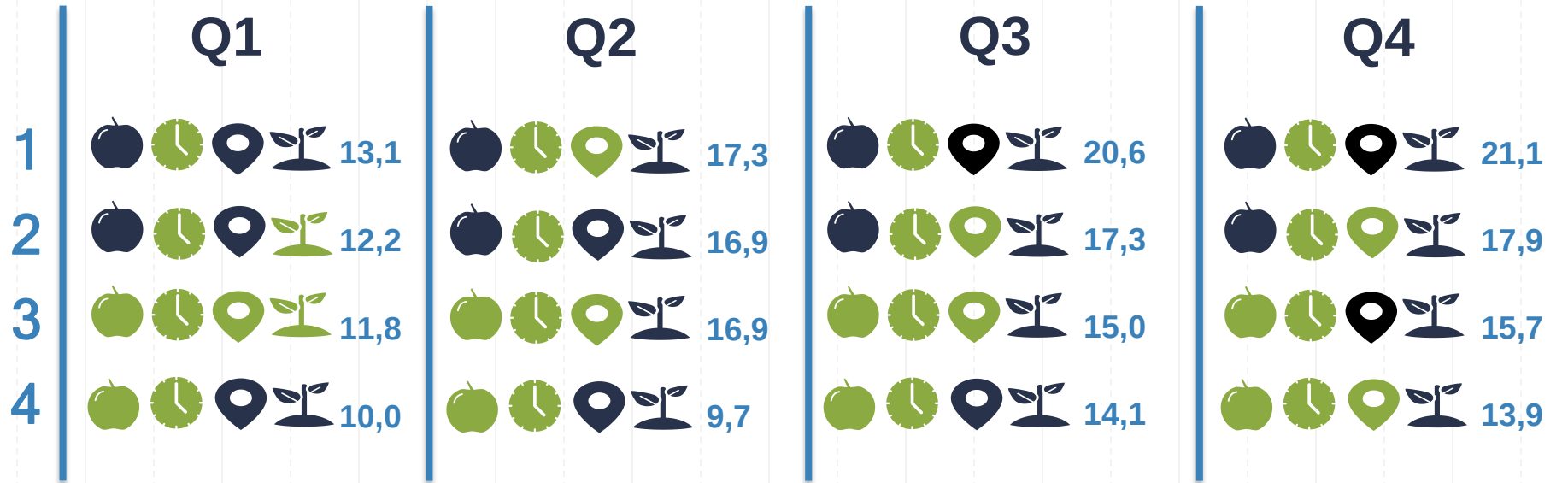


Focus on food practices

by socio-demographic coordinates

Combinations of food practices by income quartiles

(16 combinations reported among the 16 possible combinations)



Total = 47,1%

Total = 61,1%

Total = 67,0%

Total = 68,6%

Combinations of food practices by gender

(16 combinations reported among the 16 possible combinations)



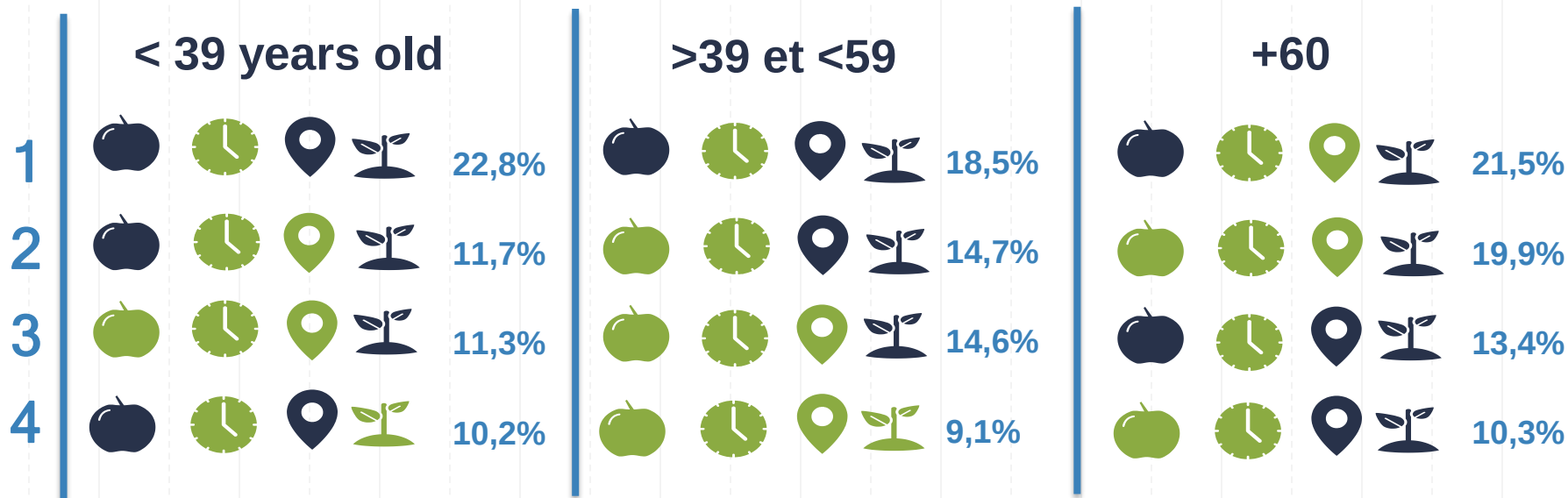
Total : 58,8% of respondents



Total : 60,7% of respondents

Combinations of food practices by age group

(16 combinations reported among the 16 possible combinations)



Total = 56,0%

Total = 56,9%

Total = 65,1%

Combinations of food practices by diploma

(16 combinations reported among the 16 possible combinations)

Maximum high school diploma



Total : 61,5%

University degree



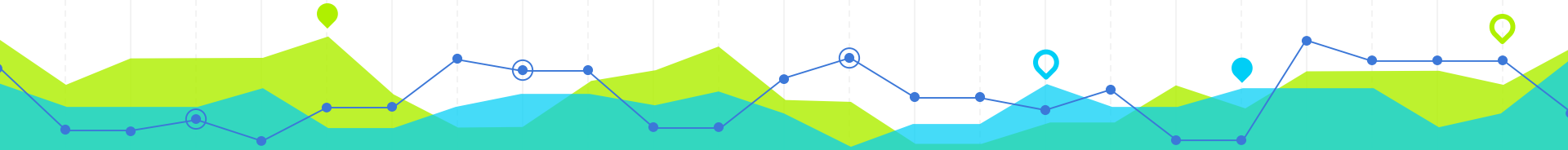
Total : 62,4%

PRELIMINARY CONCLUSIONS

- Compartmentalisation seems to be the norm: the combinations of practices are very **heterogeneous and numerous**
- Compartmentalisation is observed **between different areas** of consumption... But also between practices **belonging to the same area** of consumption.
- **Green considerations**, if present at all, are transmigrating neither across food-related practices nor across daily mobility practices and energy-related practices at home.
- Even the practice of supplying of food appears to be compartmentalised. So, it's rather a **compound practice**.



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THANK YOU !

Any question?