



FACULTY OF ARTS

Adelaide Summer Research Scholarship 2019-2020

What's in My Mince? Attitudes Toward Novel Plant-Based Protein Foods

Supervisors: Dr Michelle Phillipov, Department of Media and Professor Rachel Ankeny, Deputy Dean, Research

School of Humanities

Meat consumption is becoming an increasingly contentious practice in developed countries, with many people concerned about how current practices of intensive livestock production are impacting the environment, the welfare of animals and their own health. Changes in meat consumption patterns are of particular interest in Australia as we consume the most meat per capita globally. In light of changing meat consumption patterns, there has been an influx of plant-based or alternative protein sources in the market place. This summer scholarship project will focus on collecting and analysing media coverage and Facebook data following the 2018 introduction of the Funky Fields plant-based “Minced” product onto supermarket shelves (as well as numerous similar products internationally) to explore attitudes towards, and understandings of, plant-based proteins as expressed via the media. As part of this analysis, the student will also explore the underlying social and cultural contexts in which attitudes towards plant-based alternatives are constructed. The project will expose the student to interdisciplinary research methods and draw on previous and current research being conducted within the Food Values Research Group. The project will involve the preparation of a scholarly article for submission to a high-quality peer reviewed journal, on which the student will be a co-author.

The student will gain the following research skills and experience;

- Publication in a high-quality journal
- Co-publication with Project Supervisor
- Develop high-level research skills, both discipline-specific and generic
- As the *Food Values Research Group* involves people from a variety of disciplines (food studies, media), the student will increase their ability to work within a multi-disciplinary team environment.