

Joint AAEA/CAES/EAAE Seminar Social Networks, Social Media and the Economics of Food

Call for proposals

The purpose of this seminar is to provide a forum for presenting studies on the economics of food production and choice in a world in which social media and social networks have assumed a prominent role. The objective is to promote a better understanding of peer group influence on food consumption, and how social media and social networking affect food production and food choice decisions. Recognizing the role of social media in the broader food environment can help explain food choices that lead to unhealthy diets or the consumption of unsafe food. Understanding social media and social learning will help inform policies that use social concepts to control these, and other, food-related problems.

Choices, including those around health (diet quality), location (restaurant versus home), and ethical production decisions (animal welfare), can influence change in supply chains. Understanding the role of important determinants in production and consumption decisions can enhance efficiency and improve welfare. Peer effects, social media, and social networking represent only a few of the many factors that influence consumer choices, but how they interact with others in the broader economic context of food choices has been largely unexplored.

The seminar invites an international scientific audience in the fields of agricultural and food economics, agribusiness, behavioural and health economics, marketing, and related disciplines. Participants who would like to present a paper or poster are requested to submit an extended abstract in English (max. 2 pages; Times New Roman font, point size 12, single spacing) before *December 1, 2013* via our website at <http://www.aaea.org/meetings/2014-aaeaeaaecaes-joint-symposium> (submission opens October 21, 2013). The abstract should indicate: the question addressed, the concepts and theories to which one refers, the methodology used and the results obtained. Notification of acceptance or rejection will be communicated by *January 31, 2014*. The deadline for the submission of the full version of the accepted papers is *April 3, 2014*. A selection of contributed papers will be published in a special issue of the *Canadian Journal of Agricultural Economics*.

The seminar will be held in beautiful and historic Montreal, Canada, on May 29-30, 2014. Seminar participants will be able to sample the finest in regional Canadian cuisine, participate in one of the many festivals offered year-round in Montreal, and visit some of the most important cultural attractions in Canada. Always friendly, Montreal residents are famous for their *joie de vivre* and invite you to join them.

Important dates

Abstract submission: December 1, 2013

Author notification of paper and poster acceptance/rejection: January 31, 2014

Early registration deadline: March 31st, 2014

Deadline final papers uploaded: April 3, 2014

Deadline registration: May 15th, 2014

Contact the organizing committee at social.food.econ@gmail.com

Organizing Committee: Ellen Goddard (Chair, University of Alberta), Sean Cash (Tufts University), John Henning (McGill University), and Timothy Richards (Arizona State University)