



I have no idea  
what you are  
talking about

Could you  
explain that  
again?

Whooooosh!

Andrew Darnton

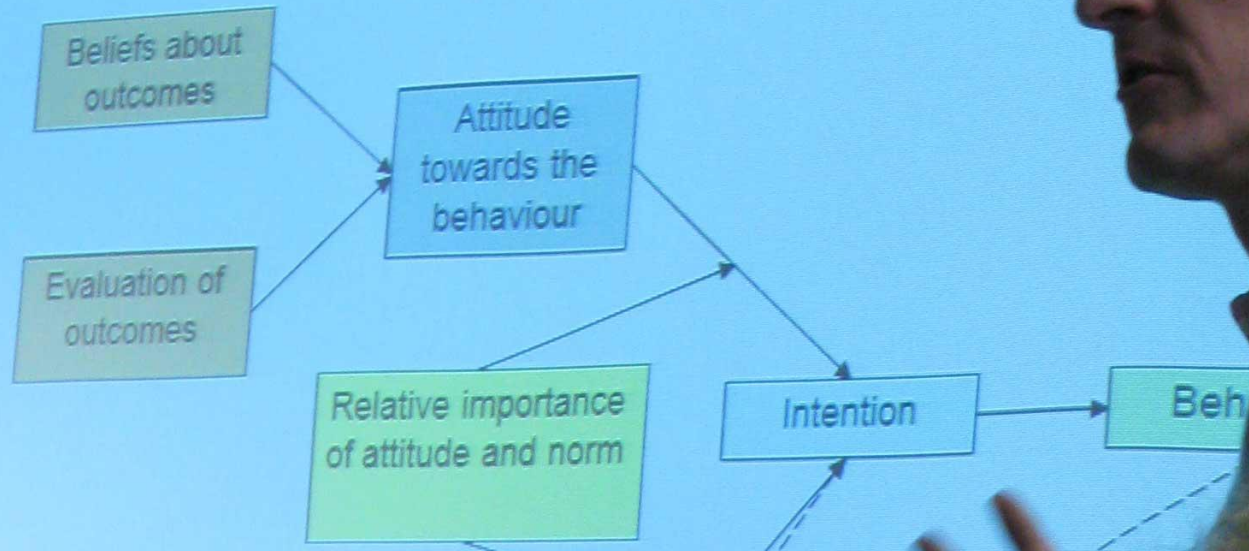
at the Lancaster Working PARTY! #2

6th January 2010

Andrew Darnton  Research & Analysis



# Ajzen's Theory of Planned Behaviour (1986)



materials  
objects

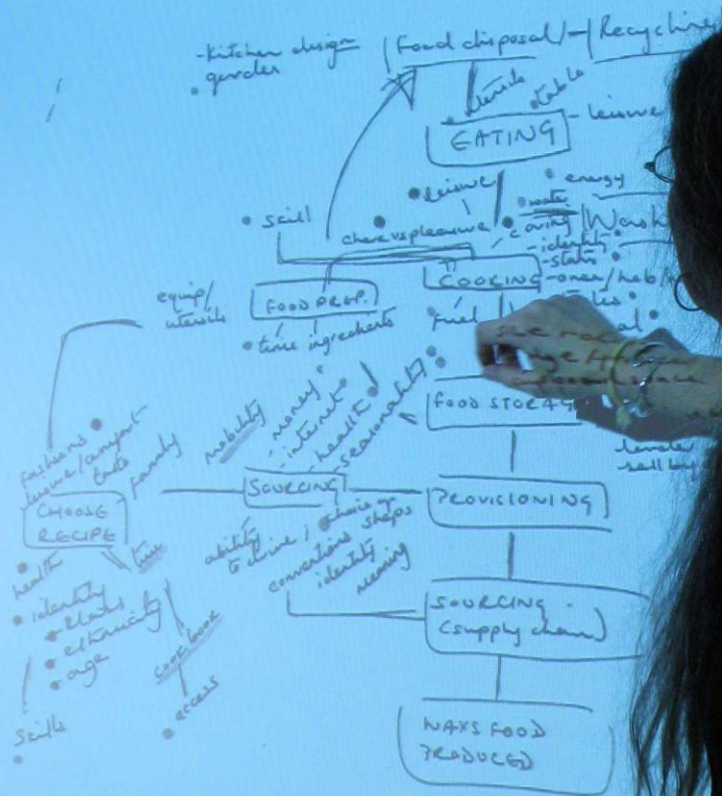
images  
symbolic  
meanings

competence  
procedure  
skill

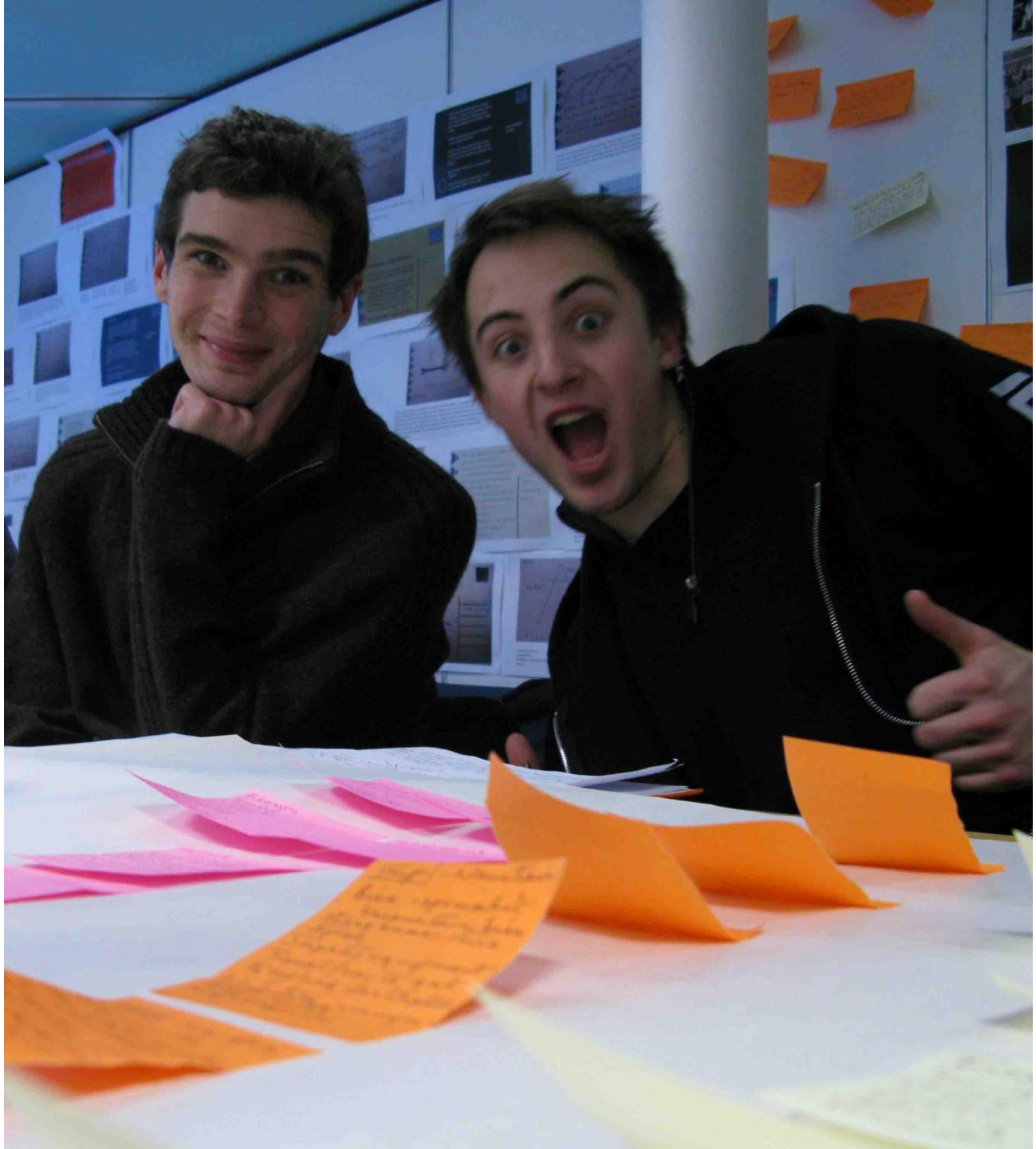




# Mapping domestic food-related practices

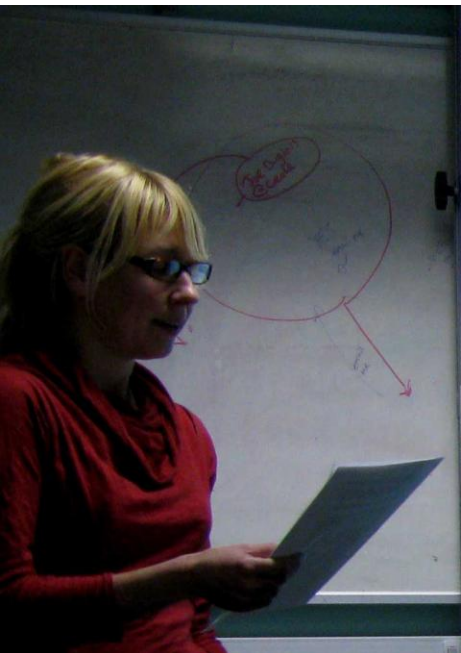












Paths, Landscapes & Rhythms  
Nicola Spurling & Julien McHardy





































THE WINNER!

