

Management of Change through the Internet?

Informational Governance



This project explores Informational Governance in the domain of agri-food and focusses on how information is exchanged in a specific social media setting and how this influences consumer behaviour and institutional change.

Research

In 2013 we explored from different angles how ICT tools can be used to stimulate sustainable and innovative behaviour change. In 2014 we aim to apply our knowledge on a specific case; Foodlog. Foodlog is a network site that provides a forum where stakeholders from diverse background can discuss hot issues in the context of agri-food (e.g., plofkip, the power of the retail, and food scandals). We choose to work at the same case from different three perspectives: a social-psychological, institutional and discursive perspective. Subsequently, we bundle our knowledge with the aim to gain further insight in the relation between online interaction processes and change in practice (behavioural and institutional). Below we provide further background information and a short overview of each of the three subprojects.

Highlights project

- Explore the use of ICT tools in guiding sustainable behaviour
- Explore whether information on Foodlog is processed differently by consumers
- Explore impact of online discussions on policy
- Explore how issues are affected by an online blog



Checking online media accounts can be done everywhere

Background

At the crossroad of two major developments – the emerging Information Age and shifts in modes of governance – a new phenomenon has been identified and experimented upon recently: informational governance. Informational governance refers to information (and informational processes, technologies, institutions and resources linked to it) that is fundamentally restructuring processes, institutions and practices of governance. The basic premise of informational governance is that the changing availability of information changes the practice of governance. One could say that the increased availability of information and the changes in governance are probably related. However, more empirical insight is needed in what precisely happens in practice to better understand this relationship.



It is not always visible to what extent food is sustainable



Different social media apps

Subprojects

I Foodlog from a social-psychological perspective

We aim to explore to what extent sharing information and identifying oneself as a member of Foodlog affects one's attitude formation and intention to act. We will explore with the use of one or multiple experiments (controlled or field) whether and how these mechanisms affect consumers.

II Foodlog from institutional perspective

What impact do online discussion forums have on agri-food institutes? We will explore this question through a literature review and by studying the Foodlog case through interviews with relevant experts from business, government and societal organisations.

III Foodlog from discursive perspective

By studying the online communication in the Foodlog network we will investigate how new meanings or misunderstandings are shaped in online multi-actor settings. As such we want to broaden our understanding in the underlying mechanisms of social learning.



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