

## How to measure the wishes of citizens concerning housing systems for hens?

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## Content of the presentation

- Introduction
- Methodology
- Examples of techniques that we used
- The target group of our research
- Conclusions



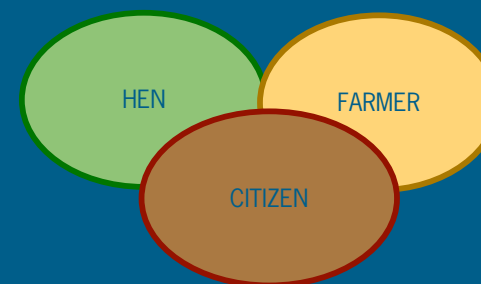
## Introduction (1)

The project "Laying Hen Husbandry":

- Goal: design new **socially desirable** husbandry systems to keep hens for the production of eggs
- Occasion: battery cage system, beak trimming, fowl pest
- Result: two designs of new husbandry systems for hens → No blue prints, but inspirational examples



## Introduction (2)



## Methodology (1)

- Intuitive techniques (Innovaction)
- What do citizens *actually* want where livestock farming in general is concerned, or with particular reference to laying-hens?
- No extra input
- Research is based on “perceptions”, not “the truth”!



## Methodology (2)

*Programme of the sessions:*

1. Discussion of the topic and objective of the session
2. Verbal techniques
3. Sensory interpretation techniques
4. Creative techniques



## Examples of techniques

- “Antonyms” – objective: to enrich associations
- “Abstract Painting” – objective: to further explore the topic
- “Draughtsmen” – objective: to professionalise the images that citizens have



## The target group (I)

- The average citizen does not exist!
- Use of the Mentality-model
- Three citizen groups were involved in this research:
  - Traditional Citizens (TC)
  - Cosmopolitans (C)
  - Post-materialists (PM)



## The target group (II)

Traditional Citizen:

- Need of the hen → *care and respect*
- Demand housing system → *respect the individuality of the animal, "back to the past!"*

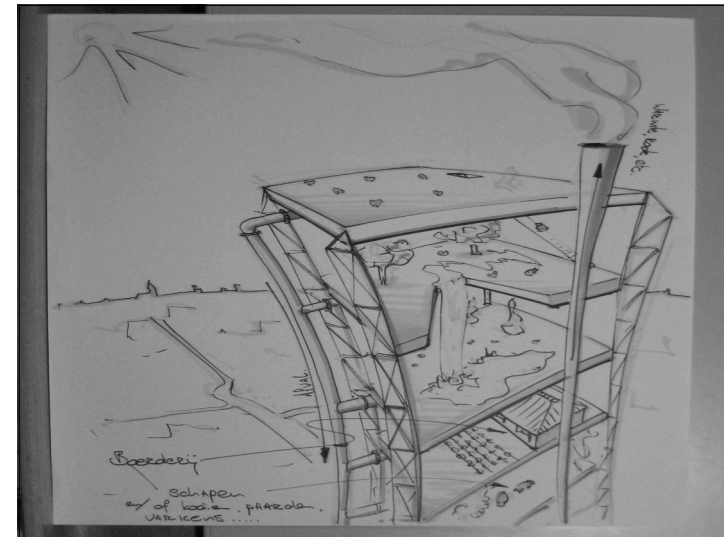
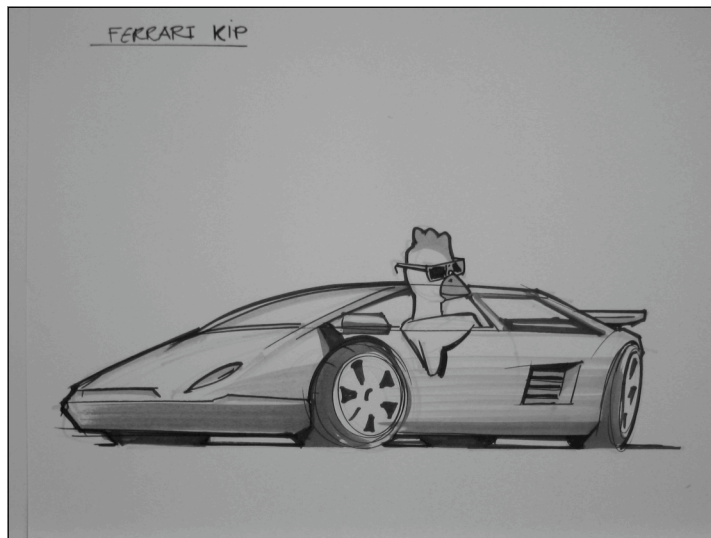


## The target group (III)

Cosmopolitan:

- Need of the hen → *a dynamic life, privacy*
- Demand housing system → *variety of activities, own initiative of the hen*

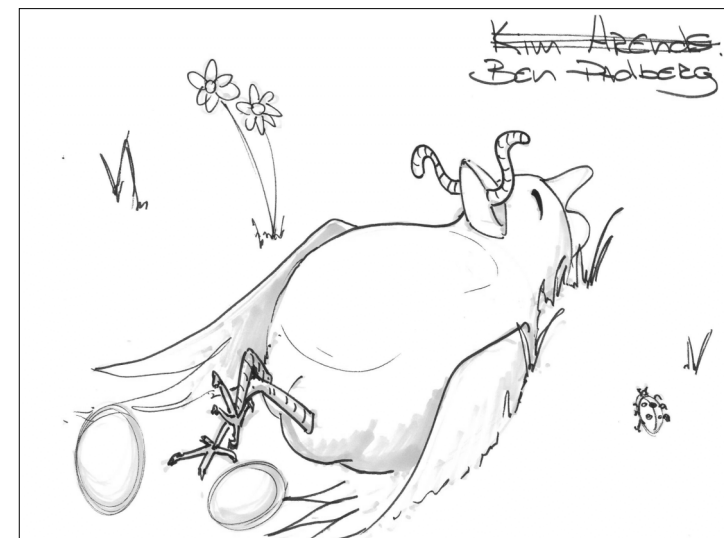


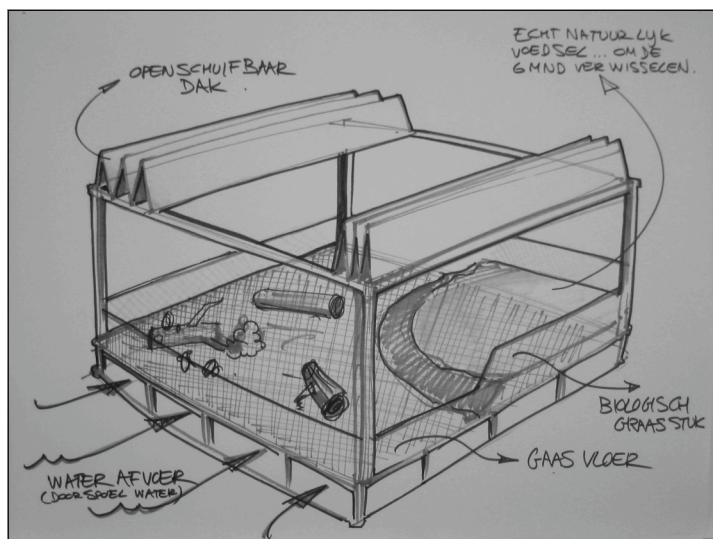


## The target group (IV)

Post Materialist:

- Need of the hen → live in a natural environment that is self-maintaining
- Demand housing system → natural elements, natural selection





## Conclusions

- Stopping the gap between society and animal husbandry
- Differences in types of citizens → there is room for differentiation of products and production systems!



Thank you for your attention

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