

FOCUS GROUP GUIDE

(You only have to answer with words what means without sentences)

(There is no right or wrong answer. We work on the representations or the practices of people)

Q1 If I tell you « **Daily Life** » what does evoke you ?

R What is positive ?

R What is negative ?

Q2 If I tell you « **objects** » what does evoke you ?

R What is positive ?

R What is negative ?

Q3 If I tell you « **shopping** » what does evoke you ?

R What is positive ?

R What is negative ?

Q4 If i tell you « **food behavior** » what does evoke you ?

R What is positive ?

R What is negative ?

Q5 What are the **objects** of food behavior

R. This object is usefull for :... (adjective or verb)

Q6 What are the **individuals** of food behavior

Q7 What are the **spaces** of food behavior

Q8 What are the **times** of food behavior, (Days, periods and time processing)

Q9 What are the **occasions** of food behavior

Q10 If food behavior would be a movie, what would it be ?

Try to summarize what are your main feelings with food behaviors (individual by individual)

Q11 If food behavior would be a music, what would it be ?

Q12 If food behavior would be a tree, what would it be

Q13 Kelly Grids

(Associating 3 objects : foie gras, glass and keys)

Q14 If I tell you « foie gras » what do you understand ? (positive and negative)

Q15 A trial between two groups, one in favor of introducing into Denmark and why not
Group discussion about foie gras.