

Consumption experiences in the research process

Sandy Gould

School of Computer Science and Informatics,
Cardiff University

goulds@cardiff.ac.uk — [@sjjgo](https://twitter.com/sjjgo) — sjjg.uk/chi22



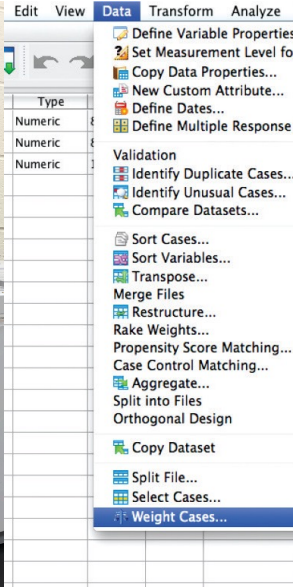
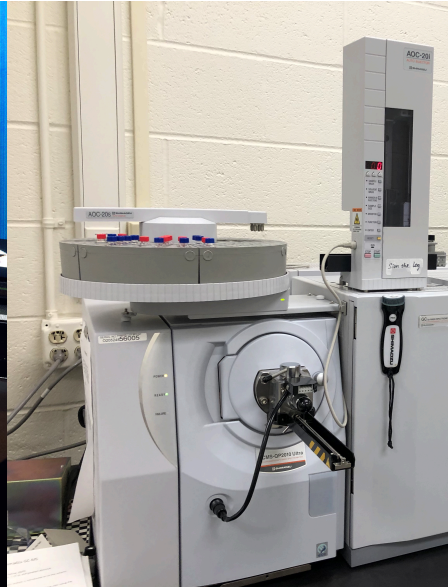
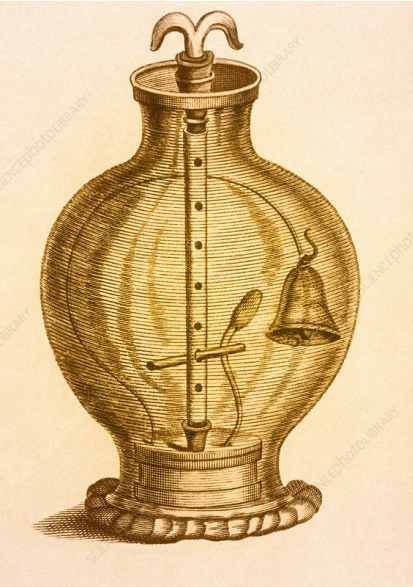
Have you ever...

Cited Braun & Clarke (2006) for a Thematic Analysis, even though you hadn't really read it?

Conducted a statistical test without knowing exactly what it was doing 'under the hood'?

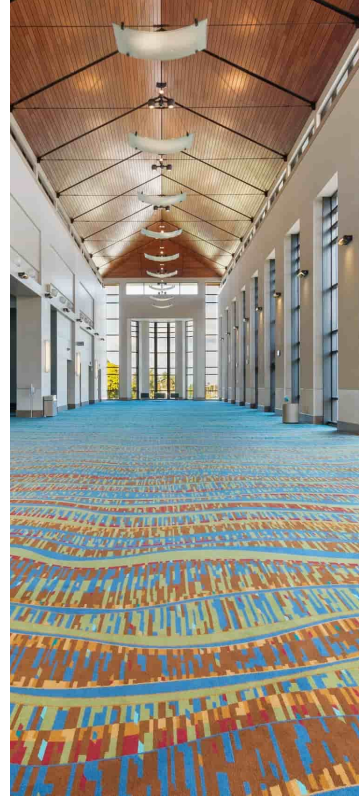
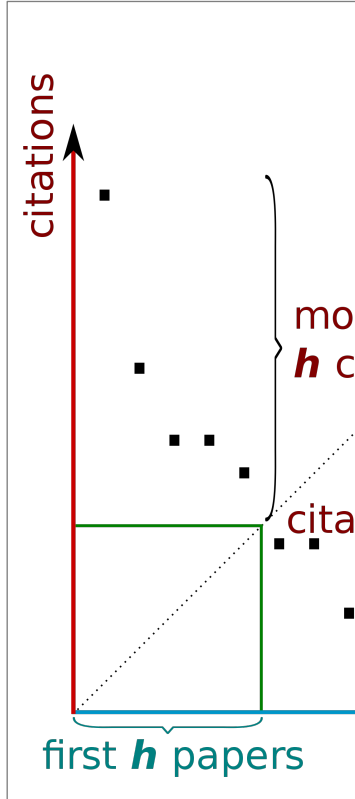


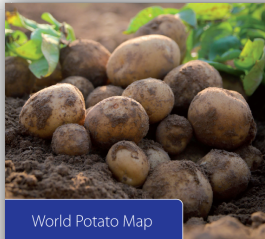
Consumption is part of doing research



**So consumption
experiences are, too.**

Hedonic, aesthetic, symbolic





World Potato Map

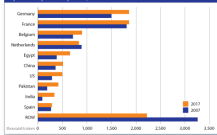
Rabobank Research
Food & Agribusiness

Rabobank Group is a Netherlands-based international financial services provider focused on F&A, with operations in 42 countries. Rabobank Research is based on data and our knowledge and services in the various F&A sectors.

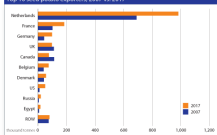
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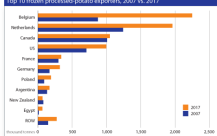
Top 10 fresh potato exporters, 2007 vs. 2017



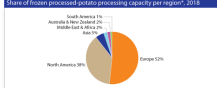
Top 10 dried potato exporters, 2007 vs. 2017



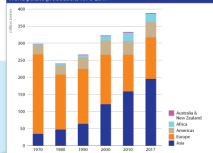
Top 10 frozen processed potato exporters, 2007 vs. 2017



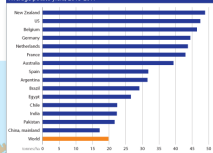
Share of frozen processed potato processing capacity per region, 2007 vs. 2017



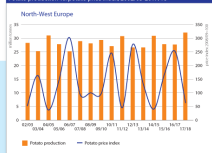
World potato production, 1970-2017



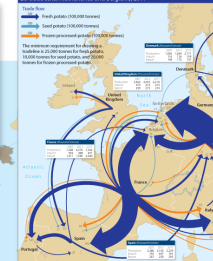
Average potato yield, 2013-2017



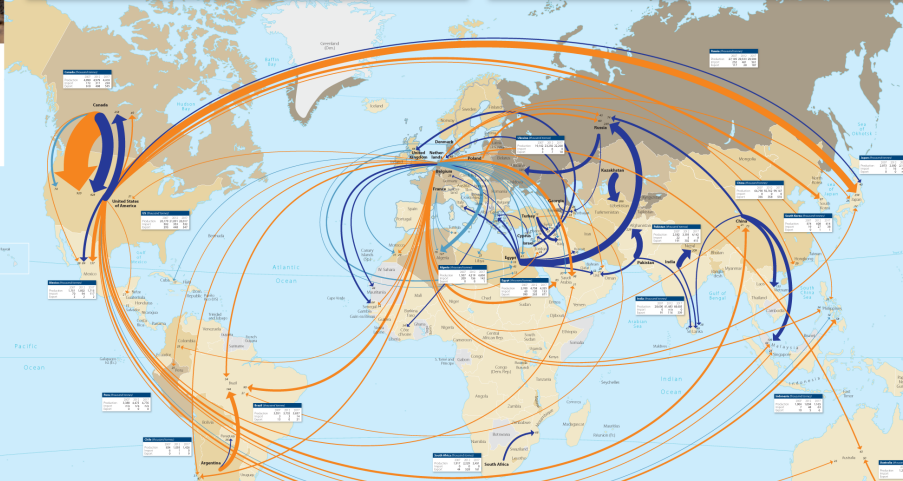
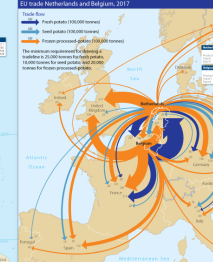
Potato production vs potato price index, 2002/03-2017/18



EU trade (incl. Netherlands and Belgium), 2017



EU trade Netherlands and Belgium, 2017

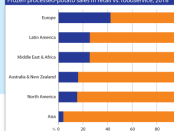


Legend

The data on the map refers to 2017 and is presented in million metric tons. The volume of processed potatoes is presented in thousands of metric tons. The price index is based on the 2002/03 average for the EU and the 2002/03 average for the US. The price index is based on the 2002/03 average for the EU and the 2002/03 average for the US. The price index is based on the 2002/03 average for the EU and the 2002/03 average for the US.

Trade flow: Fresh potato (100,000 tonnes), Dried potato (100,000 tonnes), Frozen processed potato (100,000 tonnes).
 Potato price per country: 0-10, 10-20, 20-30, 30-40, 40-50, 50-60, 60-70, 70-80, 80-90, 90-100, 100-110, 110-120, 120-130, 130-140, 140-150, 150-160, 160-170, 170-180.
 Potato price index: 0-10, 10-20, 20-30, 30-40, 40-50, 50-60, 60-70, 70-80, 80-90, 90-100, 100-110, 110-120, 120-130, 130-140, 140-150, 150-160, 160-170, 170-180.

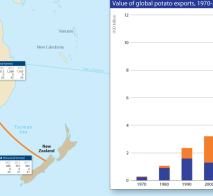
Frozen processed potatoes sales in retail vs. foodservice, 2018



Potato value chain overview



Value of global potato exports, 1970-2017



GDP per capita vs. frozen processed potato consumption, 2017



Questions I can't answer (yet)...

How do researchers decide when to consume and when to craft?

Are certain kinds of insight impeded by consumption?

How can we have 'formal' discussion without exploding our papers?

sjpg.uk/chi22
goulds@cardiff.ac.uk
[@sjgo](https://twitter.com/sjgo)

Acks

Anonymous CHI 2021 and CHI 2022 reviewers, Vera Khovanskaya, Michael Muller, Maurizio Teli

Sources:

Bagels:<https://www.pexels.com/photo/donuts-and-bagel-display-205961/>
Fries:<https://www.pexels.com/photo/forks-with-fried-potatoes-with-ketchup-on-yellow-background-6941028/>
Soup:[https://www.christies.com/img/LotImages/2013/CSK/2013_CSK_08623_0245_000\(andy_warhol_tomato_soup_from_campbells_soup\).jpg](https://www.christies.com/img/LotImages/2013/CSK/2013_CSK_08623_0245_000(andy_warhol_tomato_soup_from_campbells_soup).jpg)
Radio:<https://i.pinimg.com/originals/77/e1/d6/77e1d6e26891aa4c444821da46271cd4.jpg>
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Potato map:[https://www.potatogrower.com/uploads/Rabobank_Potato-Map-2019_PRINT%20\(1\)-1.png](https://www.potatogrower.com/uploads/Rabobank_Potato-Map-2019_PRINT%20(1)-1.png)