

# SPUDS, HERRING AND ELLAN VANNIN

EXPLORING LOCAL FOOD AND DRINK AS TOOLS FOR SOCIAL  
GROUP FORMATION AND DEMARCATON ON THE ISLE OF MAN



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# WHAT IS MANXNESS?

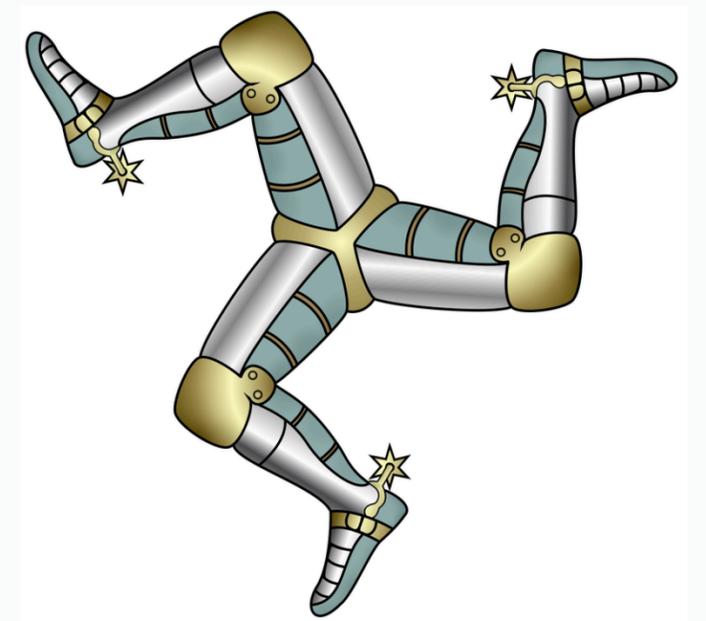
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WHAT DOES IT MEAN TO  
BE MANX?

RICHNESS OF SHARED  
HERITAGE, TRADITIONS  
AND CULTURE

## THE GEOGRAPHY OF ISLANDS

- “ISLANDS HAVE AN EXCEPTIONAL ABILITY TO INSTIL A SENSE OF LOCAL OR REGIONAL IDENTITY IN THEIR INHABITANTS”
- ISLANDS FOSTER A SENSE OF OTHERNESS
- “ISLANDS ARE DIFFERENT”



# FOOD AND DRINK IN FOCUS

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## HOW ARE FOOD AND DRINK WOVEN INTO EVERYDAY LIFE?

- BILLIG - 'EVERYDAY NATIONALISM'
- INTANGIBLE QUALITIES OF FOOD AND DRINK
- THE ROLE OF FOOD AND DRINK AUTHENTICITY  
LABELS AND PACKAGING AS STORYTELLERS

# CONCEIVING THE PROJECT

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- FOOD AND DRINK REMAIN UNDERREPRESENTED IN STUDIES OF THE ISLE OF MAN
- WHY IS STUDYING FOOD AND DRINK IMPORTANT IN A CULTURAL CONTEXT?
- HOW THIS DISSERTATION DIFFERENTIATES ITSELF AND CONTRIBUTES TO ACADEMIA

# SOCIAL IDENTITY THEORY

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- WHAT IS SOCIAL IDENTITY? WHAT IS A SOCIAL GROUP?
  - “THE INDIVIDUAL’S KNOWLEDGE THAT HE BELONGS TO CERTAIN SOCIAL GROUPS TOGETHER WITH SOME EMOTIONAL AND VALUE SIGNIFICANCE TO HIM OF THIS GROUP MEMBERSHIP”

# SOCIAL IDENTITY THEORY

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- THE THREE STRANDS OF SIT
  - CATEGORISATION
  - IDENTIFICATION
  - COMPARISON
- IS THE ISLE OF MAN A SOCIAL GROUP?
- HOW DO FOOD AND DRINK FIT INTO THIS?

# METHODOLOGY

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- QUESTIONNAIRE
  - DISSEMINATED THROUGHOUT THE MANX PUBLIC
  - 861 RESPONSES
- WHAT WAS ASKED?

HOW OFTEN DO YOU PURCHASE MANX FOOD AND  
DRINK PRODUCTS?

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DO YOU FEEL A SENSE OF PRIDE IN RESPONSE TO MARKERS OF MANX ORIGIN, SUCH AS THE TRISKELION AND BIOSPHERE LOGO, ON FOOD AND DRINK PRODUCTS?

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WHEN THEY ARE EQUALLY OR SIMILARLY PRICED, HOW LIKELY ARE YOU TO PURCHASE A MANX FOOD OR DRINK PRODUCT OVER A NON-MANX ALTERNATIVE?

# METHODOLOGY

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- INTERVIEWS
- WHO WAS ASKED?
  - INDUSTRY REPRESENTATIVES
  - POLITICIANS
  - CIVIL SERVANTS
  - MNFU SPOKESPERSON
- WHAT WAS ASKED?

## INTERVIEW QUESTION EXAMPLES

- DO YOU THINK THAT LOCAL FOOD AND DRINK INDUSTRIES BUILD ON AND CONTRIBUTE TO EXISTING MANX CULTURAL IDENTITY?
- ‘THERE IS NO CONNECTION BETWEEN CULTURAL VALUE AND ECONOMIC VALUE IN RELATION TO THE LOCAL FOOD, DRINK, AGRICULTURAL, FISHERIES INDUSTRIES.’ DO YOU AGREE WITH THIS STATEMENT?
- DO YOU THINK THAT YOUR ORGANISATION HAS BEEN A VEHICLE FOR MANX IDENTITY? IF SO, HOW?

# METHODOLOGY

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- CHOOSING A MIXED METHODS RESEARCH DESIGN
- HYPOTHESIS AND RESEARCH QUESTION FORMULATION
- IDENTIFYING AND MITIGATING METHODOLOGICAL LIMITATIONS

## RESEARCH QUESTION:

WHY ARE MANX SYMBOLS  
AND CULTURAL MARKERS  
USED AS FEATURES  
OF LOCAL FOOD AND DRINK  
PRODUCTS ON  
THE ISLE OF MAN?

## **HYPOTHESIS:**

**INDIVIDUALS WHO MORE STRONGLY ASSOCIATE FOOD AND DRINK WITH MANX IDENTITY WILL REPORT A GREATER SENSE OF PRIDE IN RESPONSE TO MANX SYMBOLS AND CULTURAL MARKERS ON LOCAL FOOD AND DRINK PRODUCTS.**

# REGRESSION ANALYSIS

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- WHAT IS REGRESSION?
  - MAKING SENSE OF DATA TO PREDICT OUTCOMES
  - CONDUCTED USING CODING SOFTWARE, IN THIS CASE R PROGRAMMING LANGUAGE

# INDEPENDENT VARIABLE

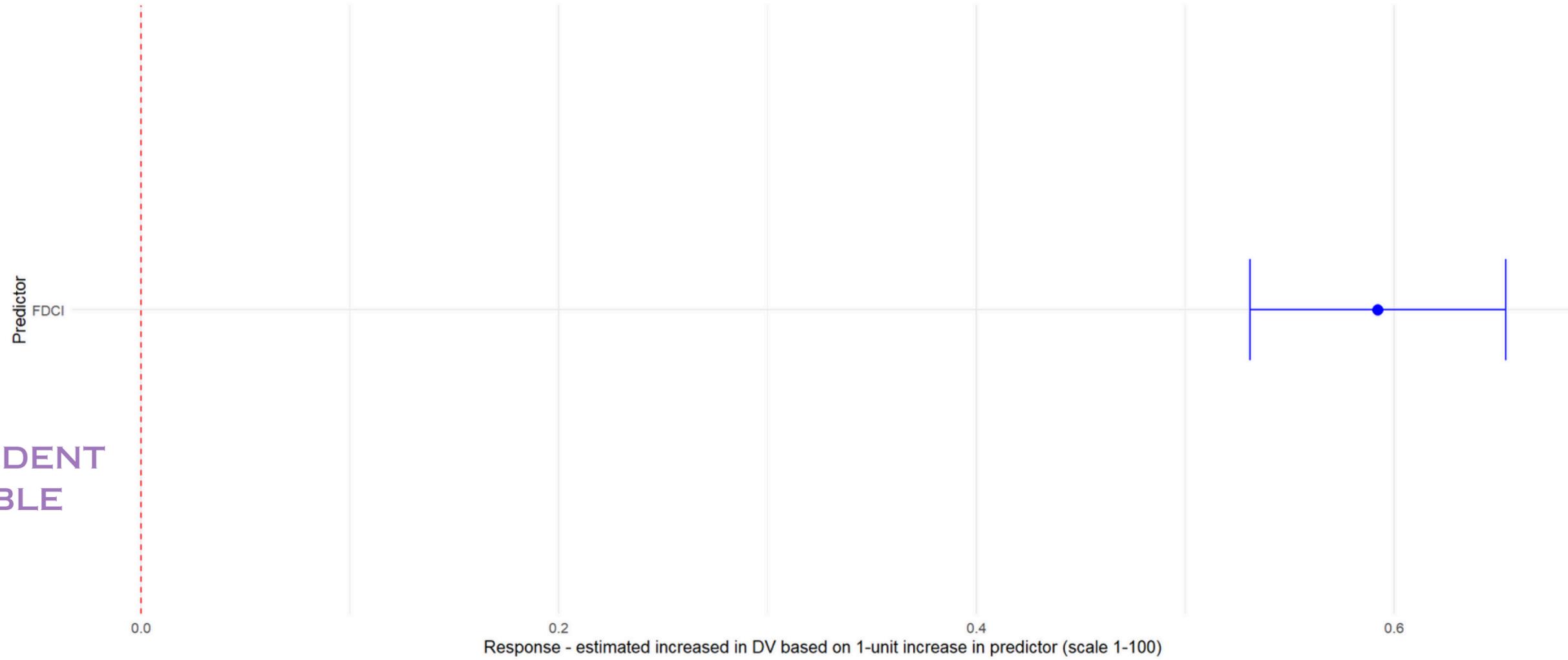
DO YOU BELIEVE FOOD AND DRINK ARE IMPORTANT TO THE ISLE OF  
MAN'S CURRENT IDENTITY?

VS

DO YOU FEEL A SENSE OF PRIDE IN RESPONSE TO MARKERS OF MANX ORIGIN, SUCH  
AS THE TRISKELION AND BIOSPHERE LOGO, ON FOOD AND DRINK PRODUCTS?

# DEPENDENT VARIABLE

H1 Coefficient Plot



INDEPENDENT  
VARIABLE

DEPENDENT VARIABLE

Predictor	Estimate ( $\beta$ )	Std.Error	t-value	95% CI Low	95% CI High	p-value
FDCI	0.5921	0.0312	18.9915	0.5309	0.6533	0

HOW DO WE INTERPRET THESE  
STATISTICAL FINDINGS?

WHAT BEARING DO THEY HAVE ON  
THE HYPOTHESIS?

GREATER ASSOCIATION OF FOOD  
AND DRINK WITH MANX IDENTITY  
LEADS TO MORE PROFOUND  
POSITIVE RESPONSES TO MANX  
SYMBOLISM ON PACKAGING

Predictor	Estimate ( $\beta$ )	Std.Error	t-value	95% CI Low	95% CI High	p-value
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HOW DO WE INTERPRET THESE  
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WHAT BEARING DO THEY HAVE ON  
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# INTEGRATING QUALITATIVE FINDINGS

“THEY [MANX PEOPLE] VALUE MANX FOOD AND DRINK AS ITS OWN ENTITY BECAUSE IT’S WHERE THEY COME FROM OR WHERE THEY LIVE NOW.”

“I THINK THEY [BIOSPHERE STATUS AND NATIONAL SYMBOLS] MAKE THE PRODUCT INSTANTLY RECOGNISABLE AS MANX AND CREATE THAT [CONSUMER] LOYALTY.”

## MAKING SENSE OF RESULTS

- HOW DO INTERVIEW QUOTES EXPLAIN STATISTICAL RELATIONSHIPS?
- DOES THIS MIXED METHODS ANALYSIS PROVIDE AN ANSWER TO THE RESEARCH QUESTION?

# CONCLUSIONS

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THEORETICAL  
CONCLUSIONS

POSITIONING THE  
DISSERTATION IN  
EXISTING  
LITERATURE

FUTURE  
RESEARCH

# THANK YOU FOR LISTENING

A LIST OF SOURCES AND REFERENCES IS AVAILABLE UPON REQUEST

