Informationssammlung zu Ernährungs-Einstellungen

Unterschied Einstellung zu Ernährung / Essen – Pudel
BGB-Publikation

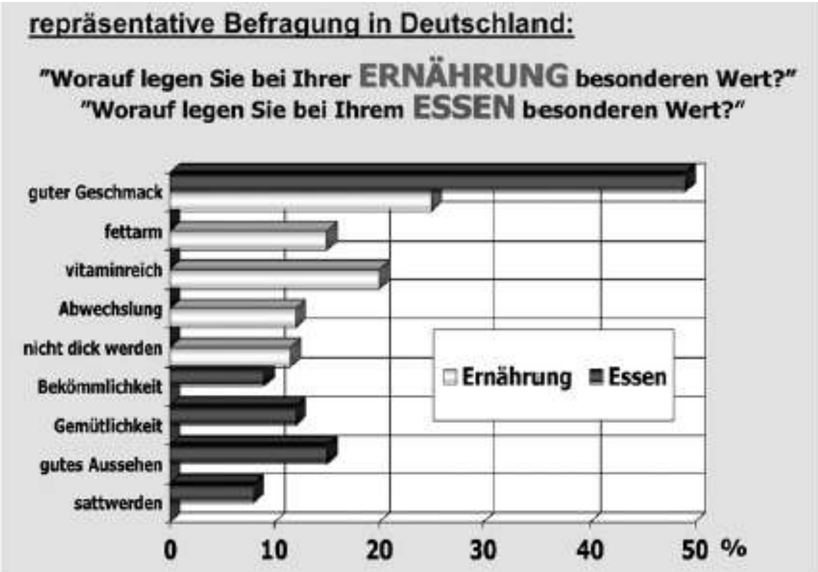

Abb. 1 ▲ Unterschiedliche semantische Bedeutung der Begriffe Ernährung und Essen. Ergebnisse einer repräsentativen Befragung in Deutschland. Es wurden folgende 2 Fragen gestellt: „Worauf legen Sie bei Ihrer Ernährung besonderen Wert?" bzw. „Worauf legen Sie bei Ihrem Essen besonderen Wert?"

Bayerische Verzehrsstudie

Tab. B.1: Einstellungen zum Essen nach Geschlecht und Alter

Einstellung zum Essen		Männlich						Weiblich					
		Alter (in Jahren)											
		14 - 24		25 - 50		> 50		14 - 24		25 - 50		> 50	
	Ges.	abs.	rel.	abs.	rel.	abs.	rel.	abs.	rel.	abs.	rel.	abs.	rel.
Essen bedeutet für mich Genuss	424	20	35	79	43	76	38	23	35	123	41	103	44
Essen ist Teil des Alltags	405	15	26	70	38	91	46	20	30	117	39	92	39
Nur wenn ich Hunger habe, denke ich ans Essen	162	19	33	28	15	27	14	18	27	41	14	29	12
Ich denke einen Großteil des Tages daran, was ich esse	43	3	5	5	3	2	1	5	8	18	6	10	4
Keine Rolle	7	0	0	1	1	1	1	0	0	4	1	1	0
Keine Angabe	2	0	0	0	0	1	1	0	0	0	0	1	0
Summe	**1043**	**57**	**100**	**183**	**100**	**198**	**100**	**66**	**100**	**303**	**100**	**236**	**100**

10. Wie wichtig sind Ihnen die folgenden Punkte beim Kauf von Lebensmitteln?

☞ *Bitte **in jeder Zeile** ein Kästchen ankreuzen!*

	Sehr wichtig	Wichtig	Weniger wichtig	Unwichtig
Geschmack	☐	☐	☐	☐
Frische	☐	☐	☐	☐
Gesundheit	☐	☐	☐	☐
Geringer Preis	☐	☐	☐	☐
Fertigprodukte (z.B. Tiefkühlgemüse, Pizza, Soßen)	☐	☐	☐	☐
Einfache Zubereitung	☐	☐	☐	☐
Mindesthaltbarkeitsdatum	☐	☐	☐	☐
Wenig Zusatzstoffe (wie z.B. Farb- oder Konservierungsstoffe, Geschmacksverstärker)	☐	☐	☐	☐
Zusätzliche Anreicherung mit Vitaminen oder Mineralstoffen	☐	☐	☐	☐
Gewohnheit	☐	☐	☐	☐
Markenprodukte	☐	☐	☐	☐
Keine gentechnisch veränderten Lebensmittel	☐	☐	☐	☐
Saisonalität (z.B. Erdbeeren nur im Sommer)	☐	☐	☐	☐
Verpackung lässt sich leicht öffnen	☐	☐	☐	☐
Geringes Gewicht der Verpackung (z.B. Kunststoff- anstelle von Glasflaschen)	☐	☐	☐	☐
Ökologische bzw. umweltfreundliche Verpackung	☐	☐	☐	☐
Angabe der Inhalts- bzw. Nährstoffe (z.B. Fett, Eiweiß)	☐	☐	☐	☐
Zubereitungshinweise auf der Verpackung	☐	☐	☐	☐
Produkte aus der Region	☐	☐	☐	☐
Spezialitäten anderer Regionen	☐	☐	☐	☐
Sorte, Rasse	☐	☐	☐	☐
Ökologische Erzeugung, Bioprodukte, Biosiegel	☐	☐	☐	☐
Aus artgerechter Tierhaltung	☐	☐	☐	☐
Fair gehandelte Produkte (z.B. Kaffee aus Nicaragua)	☐	☐	☐	☐
Im Laden leicht erreichbar (z.B. in Augenhöhe)	☐	☐	☐	☐
In Läden in meiner Nähe erhältlich	☐	☐	☐	☐

Überblick zu ernährungsbezogenen Einstelllungen und Kenntnissen

- Einstellung zum Essen
- Einstellung zu sinnvoller, gesunder Ernährung
- Einstellung zum Frühstück (und anderen Nahrungsmitteln)
- Gezügeltes Essen („restraint eating“)
- Körper-Image („body image“)
- Ernährungswissen-Teste
- Stärke und Auslösbarkeit des Essbedüfnisses,
- Bedeutung und Wirkung des Essens,
- Essen als Mittel gegen emotionale Belastung,
- Essen und Gewicht als Problem,
- Zügelung des Essens,
- Einstellung zu gesunder Ernährung,
- Einstellung zu Übergewichtigen,
- elterliche Esszwänge,
- Angst vor Gewichtszunahme,
- Unzufriedenheit mit der Figur.
- *Eating Attitudes*
- *Test* in seiner 26-Item-Version EAT-26
- (A, F) und das *Eating Disorder Inventory* EDI

Einstellung – Ernährung im Fernsehen
Ernährung im Fernsehen: Eine Kultivierungsstudie zur Darstellung und Wirkung
Von Stephanie Lücke
Veröffentlicht von Springer, 2007
ISBN 3531153285, 9783531153285 - 355 Seiten
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Einstellungen der englischen Verbraucher
Leatherhead „ Consumer Attitudes to Diet, Health and Obesity“

Study of Leatherhead Food... www.lfra....

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Food Standards Agency - **Diet**, **health and obesity** - [Diese Seite übersetzen]
Diet, **health and obesity**. Monday, 10 May 2004. Speech given by FSA Chair Sir John Krebs on 6 May 2004 to 'Choosing health? Achieving **...**
www.food.gov.uk/aboutus/ourboard/ boardmem/johnkrebs/obesityforum -
Diet, Health and Obesity

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Published: July 2004

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Consumer Attitudes and Perceptions
In spite of all the negative media coverage blaming the government, the food industry and the advertising industry for the obesity problem in the UK; consumers revealed in LFI’s latest publication that they felt people and their lifestyles were largely to blame for increasing levels of obesity. With rising levels of affluence and improved availability and food choice, most felt that people could easily follow a healthier diet with a little motivation and effort. It was pointed out, "the food manufacturers don’t put the food in your mouth".

New research shows consumers and their lifestyle are to blame for obesity epidemic
Consumers revealed in a new unique study from Leatherhead Food International that they felt people and their lifestyles were largely to blame for increasing levels of obesity. Time poor consumers are more likely to reach for a snack bar rather than eat their recommended five portions of fruit a day because eating fruit is “too much hassle”. These findings are contrary to the negative media coverage blaming the government, food industry and advertising industry for the obesity problem in the UK.
With rising levels of affluence and improved availability and food choice, most felt that people could easily follow a healthier diet with a little motivation and effort. It was pointed out, “the food manufacturers don’t put the food in your mouth”.

Other information contained in this new report includes:

- Only 15% of consumers thought that **advertising** aimed at children should be totally banned.
- Almost half of the respondents felt that a **'fat tax'** should not be applied to any food.
- The majority of respondents like the idea of a **traffic light system** on packaging, with a further 16% thinking it would make labels clearer.
- 41% of consumers thought **food labels** should contain more information; however, a further 37% thought food labels were sufficiently clear.
- 67% of respondents thought confectionery should be removed from **supermarket checkouts.**

Cont'd/2

The report entitled **"Consumer Attitudes to Diet, Health and Obesity"** is now available from the Publications Department at Leatherhead Food International, priced GBP5250, with a discount price of GBP4250 available to members. For further information, please contact us by fax: 44 (0) 1372 822 374 or by e-mail: publications@leatherheadfood.com

Diet, health and obesity

Monday, 10 May 2004

Speech given by FSA Chair Sir John Krebs on 6 May 2004 to 'Choosing health? Achieving a balance between diet and exercise' conference at the QEII Centre, London.

Introduction

You don't have to be a statistician to know that obesity is on the rise – that children as well as adults are getting larger. And you don't have to be a doctor to know that weighing too much is bad for your long-term health.

Obesity costs people in terms of quality of life, and years of life. And it will cost the nation a great deal of money to treat if we don't do something to tackle it now.

What is the Food Standards Agency's role? Our remit includes nutrition. Nutrition and obesity are linked, though the two are not the same. For instance, eating too much salt, which on average we do, won't make you larger but it will raise your blood pressure.

Most people – mainly the better off – have no problem eating a healthy balanced diet. But too many people eat too much fat, sugar and salt – and one consequence of the wrong diet can be obesity.

In the next few minutes I want to talk about: Why? Who? and How? Why are people getting larger? Who is responsible for tackling the problem? And how are we going to it?

Why are people getting larger?

People's weight depends in part on the calories they eat and in part on the calories they spend. You read a lot of debate about which of the two is more important: is it sloth or greed? I get the feeling sometimes that the energy spent in this debate is enough to solve the obesity crisis on its own.

The key issue, however is balance. After I've been for a long run I'll eat like a horse. But if I've been lounging by the pool on holiday I only feel like something light. But for some reason, for some people, the body's normal system for balancing intake and expenditure seems to have broken down in recent years. There are plenty of possible explanations for this.

Could it be, for instance, that nowadays there is huge variety and availability of food, much of which is processed food with a high energy density? This combination might make it more difficult for our bodies to balance the equation.

And if you are going to lose weight or avoid gaining it, eating less is more effective than exercise alone, as a recent review by the Health Development Agency has shown. Doing both is the most effective combination.

Who is responsible?

Most people, quite rightly, see the Food Standards Agency as responsible for controlling 'traditional food risks' like food poisoning bacteria or chemicals contaminating food. But by far the biggest food risk for all of us is an unbalanced diet.

When it comes to diet and health, most say it's a matter of individual or parental responsibility. And of course, individual responsibility is the starting point. We all make choices about what food we eat and how much. But this does not mean that government, educators, NGOs, local groups, health professionals and others, and industry have no responsibility.

I see the FSA's role as helping, along with others, to create an environment in which individuals and families find it easier to choose to eat a healthy diet. For instance, our work on promotion and advertising of food to children is about creating the right environment for children

This environment involves three things: choice, information and influence.

Are the choices on offer to us ones that make it easier or harder to eat a balanced diet? In the old days when many meals were made up in the home from the basic ingredients – the traditional meat and two veg dinner, for example – it was generally accepted that there is no such thing as a good and bad foods, only good and bad diets.

But in the world of processed foods, snacks, ready meals, and eating out that we inhabit today, the choices about what goes into our diets are increasingly being made for us by others. The old distinction between foods and diets has become blurred.

So we cannot just say it's up to the individual to choose. The companies that make and serve our food have a responsibility to ensure that their offerings make it easy to go in a healthier direction. And this is certainly not always the situation at the moment.

Likewise, asking people to make choices means giving them information.

Yesterday I was looking at the labels on two snacks. One company chose to give me very clear information about what percentage of my daily target intake of salt, sugar and saturated fat was in the pack. The other just gave me a lot of data on sodium, fibre, fat and kilojoules – but no guide as to what it means for me, the consumer.

There is plenty of room to make the information on food labels easier for people to use. In time, the regulations are likely to change at a European level. In the meantime the FSA is exploring a range options for the food industry such as a simple traffic light system of the kind you already see on some restaurant menus, to give people the signposts to help them choose.

This is not about saying 'you should never eat such and such'. It's about recognising that some of the things that we call foods are in fact treats or extras to be eaten in modest amounts rather than as staples of our diet.

At the same time, our children need to be absorbing the basic messages at school to equip them to use the information.

Our latest consumer attitude survey shows that one third of consumers claim to have changed their eating habits in the last year towards a healthier diet and about half are concerned about fat, sugar and salt in food.

This suggests that the messages are beginning to get through, and that consumer demand is beginning to create new opportunities for food businesses. But let's see genuinely healthier options – not just healthier-sounding options – coming through to foster that demand.

Going beyond what is on offer and what is on the label, we are all influenced by the cacophony of advertising, promotion and marketing of food.

The review we commissioned from Gerard Hastings on the impact of promotion and advertising of food to children was comprehensive and impartial.

It has been more thoroughly scrutinised and reviewed by independent experts than any similar piece of work. It has withstood the criticisms, and in my view its conclusions hold.

They are that promotion and advertising of food to children not only affects brand loyalty (Kit

Kat versus Mars) but also choices amongst categories (sweets versus fruits). It is not possible to put a number on the size of this effect, but peers and parents, who are subject to the same influences, amplify it.

Armed with this evidence, and after a considerable amount of public debate, the FSA has produced an action plan, which is out for consultation until July. The plan covers not just TV advertising, but all aspects of the food environment of children: schools, shops, restaurants, media and so on.

How do we tackle the problem?

Let me end by summarising what I see as the likely next steps in tackling obesity in particular and balance of the diet more generally.

Tempting though it is to be seduced by the single issue, there is not going to be a single quick fix. Some say, if only advertising were more regulated, if only labels on food were clearer, if only there were more cycle tracks, the problems of nutrition and obesity would be solved.

But don't forget that the USA has arguably the best nutrition labelling around, including a mandatory definition of portion size, and yet has an expanding waistline. Holland is a cyclist's paradise, but it still has an increasing concern about obesity.

So we should not be talking 'either/or', but about a range of measures, involving as many people as possible, to change the environment in which people choose, to make the healthier choice the easier choice.

And you are already involved. I just want to say a few words about what we are doing in the FSA.

One of our roles is working with the food industry.

The consumer's growing interest in healthy eating is setting the scene for changes in the food industry, which sees new opportunities.

But how will the industry respond? Some people tell us that the only answer is more regulation. But this isn't our experience.

Look at the work we have be doing on salt over the past 18 months. We have done three things:

- First we assembled the latest scientific evidence on which to set targets for adults and children.
- Second we gave consumers information about the hidden salt in their food. In part to show them how much is there and in part to show that equivalent products from different shops can vary hugely in the salt content. We will continue to do this as a means of helping to inform consumers and create demand.
- Third, we talked to the different players in the food industry and developed targets for salt reduction, recognising that it will be gradual and involve not just a few, but all the products we eat.

At first the pace of change was disappointingly slow, but momentum is now building and changes are beginning to come through that will really reduce risks to you and me. A key thing for us is that any changes are properly documented and checked. Our aim is to protect the health and interests of consumers, and to do this we will continue to hold the industry to account publicly.

It's a long road and at the moment we are just half way to the M25 if you think of it as a journey from London to Edinburgh. But at least we are travelling in the right direction. And we won't be taking our foot off the pedal.

Some changes will come through legislation, for instance the new European proposals on health claims related to food and the expected proposals on nutrition labelling.

In the FSA's work with the Department for Education and Skills we are identifying the steps towards changing the school food environment, in the classroom, the lunch queue, the tuck shop and the vending machine.

And when our 20-point Action Plan on promotion of food to children is finalised, we will be ready to recommend a whole range of changes for the better.

One thing is clear. The problem will not go away. We cannot turns our backs on it. Talking is fine, but doing is what counts in the end. And all of you have been working on nutrition and obesity for many years. Perhaps what has been missing so far is the focus and support from within government. But looking at the programme and speakers today, its clear that the focus is now there. This will help all of us to make a difference.

Our fourth consumer
attitudes survey

The Food Standards Agency's fourth Consumer Attitudes to Food survey shows a decrease in concern about BSE, eggs and the safety of meat since the Agency was set up in 2000, and an increase in awareness about fruit and veg advice, and the need to cut down on salt.

Overall trends
There has been an increase year-on-year in concerns about mobile food outlets, and a decline in concerns about the standard of food across most other food retail outlet types.

Correct knowledge of ‘at least five portions’ of fruit and vegetables has increased year-on-year – though there has been little change in the number actually claiming to eat the recommended amount.

There has been a decline in concerns about the safety of meat – particularly raw meat and raw beef. Concerns about dairy products and eggs have also declined consistently.

There has been a decline in concerns about BSE and the feed given to livestock.

Foodborne disease has increasingly been attributed by respondents to food prepared outside the home.

There is a trend to an increase in the number claiming to look for nutrition information on food labels.

Awareness of the FSA, its role and information it provides continued to build year-on-year. Perceptions of the Agency continued to improve.

icking on the map below.

Consumer Attitudes Survey 2003
Read the full report (pdf 495kb)

Food Standards Agency 2003 survey reveals consumer attitudes towards food
Read the full press release

Our fourth consumer
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Awareness of the FSA, its role and information it provides continued to build year-on-year. Perceptions of the Agency continued to improve.

You can check the results for your region by clicking on the map below.

Food Standards Agency publishes Consumer Attitudes to Food survey 2003 - South West findings
Consumers in the South West are most likely to claim to enjoy cooking and most likely to claim to cook from raw ingredients once a day

Tuesday, 24 February 2004

Ref: 2004/0470

The Food Standards Agency (FSA) today publishes the fourth annual English regions survey of consumer attitudes to food. The annual survey provides detailed information of consumer's knowledge, behaviour and awareness of food issues and shows that compared to other English regions, consumers in the South West are:

- most likely to claim to enjoy cooking (72%)
- most likely to claim to prepare and cook meals from raw/fresh ingredients 'once' a day (46%)
- most likely to know the 5-a-day message for fruit and vegetables (62%)
- more likely to say that their diet had remained unchanged over the last year (66%) and least likely to claim to have changed their diet to eat more healthily (29%)
- least likely to cut down on foods that contain fat (22%) or sugar (18%)
- most likely to find food labels easy to understand (65%)
- most likely to be aware of the Food Standards Agency (84%)

The UK 2003 survey highlights a number of key trends that have emerged since 2000, these include:

- a significant decline in consumer concern over BSE (42% in 2003 from 61% in 2000 – drop of 19%)
- a decline in consumer concern about the safety of meat – particularly raw meat (63% in 2003 from 70% in 2000) and raw beef (38% in 2003 from 53% in 2000)
- a year-on-year increase in the number of consumers who are aware that we should eat 5 portions of a variety of fruit and veg each day (59% in 2003 compared to 43% in 2000)
- one-third of consumers (37%) felt that they had changed their eating habits over the last year and were now eating more healthily, with only 6% believing that their diet was currently less healthy than a year ago.

Notes to Editors

Summary of further findings from the UK wide Consumer Attitudes to Food Survey 2003 are:

Food labelling

- 78% of consumers claim to check food labels, 31% always, 26% usually and 21% occasionally.
- 60% of consumers found information on food labelling easy to understand. However, one in five consumers found some food labels 'fairly difficult' to understand, and one in twenty found them 'very difficult'.
- Two-fifths of consumers are concerned about the accuracy of food labelling compared to around a third in previous years.
- Just over half (52%) of UK consumers are concerned about the accuracy of health claims, although the majority of concerned consumers (58%) were 'fairly' rather than 'very concerned'.

Food safety

- Year-on-year decrease in the number of consumers that feel that food safety is 'a lot' worse (6% in 2000, 5% in 2001, 4% in 2002, 4% in 2003).
- Level of concern about GM foods remains similar to the past two years (38% of consumers expressed concern in 2003, compared to 43% in 2000).
- Significant increase in the number of consumers who expressed concern over ready made meals, up to 17% in 2003 from 13% in 2002.
- Half of the consumers interviewed were concerned about the amount of fat (53%), salt (50%) and sugar (47%) in food, with these concerns affecting claimed eating habits.

Shopping and eating habits

- Around half of consumers shop about once a week and as in previous years most food shopping is done at supermarkets, with 95% of consumers opting for these over local shops and other sources.
- Just over six out of ten respondents claimed to enjoy cooking but only two-fifths cook

meals from raw or fresh ingredients once a day.

- Half of those interviewed claimed to sit down once a day for their main meal with all other household members and eating with people who are not household members is fairly infrequent.

Healthy eating and nutrition

- Year-on-year significant increase in the number of consumers aware that we should eat 5 portions of a variety of fruit and veg a day – up to 59% in 2003, from 43% in 2000.
- However, there has been little change in the number of consumers claiming to have eaten the daily recommended amount of fruit and veg yesterday (28%), which remains at almost the same level as 2000 (26%).
- One-third of consumers (37%) felt that they had changed their eating habits over the last year and were now eating more healthily.
- 92% of consumers also claimed to regularly/occasionally eat fresh vegetables/fruit/salad and almost two-thirds claimed to regularly/occasionally eat fish.
- There was an increase in number of consumers stating that one should eat less salt in food, up to 54% in 2003 compared with 51% in 2002.
- There was a significant decrease in the number of consumers claiming to regularly or occasionally eat ready-made-meals, 55% in 2003 down from 59% in 2002.
- And there was a significant decrease in the number of consumers that regularly/occasionally eat convenience foods, 67% in 2003 down from 72% in 2002.

Foodborne disease

- Between a third and a half of all consumers surveyed claimed to change their eating habits in 2003 as a result of increased concern of hygiene in catering establishments – with 70% no longer buying food from an outlet where they had concerns about hygiene.
- A year-on-year increase in consumer concern about hygiene in mobile food outlets (from 26% in 2002 up to 30% in 2003).

Food Standards Agency

- Confidence in the Agency has increased from 50% in 2000 to 60% in 2003.
- Awareness of the FSA has increased from 58% in 2000 to 75% in 2003.
- 87% of consumers who get information from the FSA rated the Agency as providing very/fairly reliable information.
- 54% of consumers rated the Agency as an organisation they could trust, compared with 44% in 2001.
- 47% of consumers rated the Agency as putting the consumer first – up from 41% in 2000.

Key differences across groups

- Women are more likely to be aware of food issues and more concerned about food safety.
- People between the ages of 16-25 and over 66 tend to be less knowledgeable and less concerned about food issues.

The UK survey was published in January 2003 and is available from this website.

The survey was devised to help track any changes in consumer opinions about food, since the Agency was set up in April 2000. This helps the Agency improve its knowledge and understanding of consumer views; as well as to help gauge changes of public confidence in food safety.

This is the fourth year that the Agency's Consumer Attitudes to Food Survey has been running. The FSA will be publishing a new strategic plan for 2005–2010 later this year and the questions in future surveys will be revised to reflect that plan. However, boxline measures on perceptions of the FSA will remain unchanged.

Research for the Consumer Attitudes to Food survey 2003 was carried out between 1 September and 14 October 2003 by TNS for the Food Standards Agency. A total of 3,121 consumers were interviewed face-to-face in their homes using CAPI technology.

For English regions, 1000 interviews were conducted in England. For analysis purposes, England was broken down into five regions:
North West, North East, Midlands, South West and South East.

Consumer Attitudes to Food 2003 English regions
Read the full report

Annual consumer surveys

Each year we conduct an annual investigation into your attitudes to food, covering issues such as safety and hygiene, nutrition, diet and shopping.

The results of these surveys will help to inform us about consumer trends around food. They will also help us to decide which areas we need to focus on if we are to boost public confidence about food standards and safety.

The Consumer Attitudes Survey was not run in 2008 because it is currently being reviewed by the Agency's Social Science Research Committee. Some key questions from the Consumer Attitudes Survey have instead been asked in the quarterly public attitudes tracking survey. There will also be an additional one-off public attitudes survey to investigate the public's views to food issues that have not measured for some time. Further details of this survey will be available in early 2009.

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Find out more

Eighth consumer attitudes survey segmentation report

TNS conducted the seventh annual wave of the Consumer Attitudes Survey between August and October 2006. This report covers further analysis based on the Consumer Attitudes Survey data and consequent, additional qualitative exploratory research conducted in July 2007.

Our eighth consumer attitudes survey

The Food Standards Agency's eighth annual Consumer Attitudes to Food Survey points to increased confidence among the public in the food they are consuming, and with regard to wider food issues.

Our seventh consumer attitudes survey

The 2006 survey reveals that healthy eating is a key concern for consumers, with many people checking labels for nutritional information on a regular basis as well as an increasing awareness of 5-a-day messaging.

Our sixth consumer attitudes survey

Our sixth consumer attitudes survey reveals that an increasing number of consumers say they are taking an active interest in their food and diet, with more people checking food labels and trying to eat more fruit and vegetables.

Our fifth consumer attitudes survey

The Food Standards Agency's fifth Consumer Attitudes to Food survey shows an increase in people's concerns about their diet and health.

Our fourth consumer attitudes survey

The Food Standards Agency's fourth Consumer Attitudes to Food survey shows a decrease in concern about BSE, eggs and the safety of meat since the Agency was set up in 2000, and an increase in awareness about fruit and veg advice, and the need to cut down on salt.

Our third consumer attitudes survey

The Food Standards Agency's third annual Consumer Attitudes to Food survey highlights a number of trends developing from when the first survey was carried out in 2000.

Our second consumer attitudes survey

This annual survey was devised with the purpose of enabling the Food Standards Agency to improve its knowledge and understanding of consumer attitudes to food safety and food standards, to track year on year changes in public opinion, and to gauge changes in public confidence in food safety arrangements.

Our first consumer attitudes survey

In our first survey, for example, your concerns included issues such as BSE, food poisoning, food hygiene and labelling. As a result of that, we decided to launch a major food hygiene campaign, due to begin early in 2002, and a food labelling action plan aimed at promoting clear labelling policies.

Public Attitudes Tracking Survey

The Agency conducts a mini survey amongst consumers on a quarterly basis to monitor changes in consumer attitudes towards the Agency and food related issues

Einstellung zu „Gesundheit und Convenience“ / Gewichtsabnahme – LM –
AC-Nielsen Umfrage / Kurzbericht Ernährungs-Umschau 52(4) 163 (2005)
Low Carb / Soja-Produkte / Joghurt s – alles gute Marktchancen

Einstellungsmessung

Einstellungen sind innere mentale Haltungen, die aus Gefühlen, Emotionen oder Meinungen als Reaktion auf äußere Situationen entstehen. Sie beeinflußen das Verhalten von Personen. Deshalb ist es wichtig, diese zu messen, zu untersuchen bzw. zu analysieren. Die

Einstellungsmessung dient dazu, die Meinung der Konsumenten, Kunden, Mitarbeiter und der Allgemeinheit herauszufinden
http://de.wikipedia.org/wiki/Einstellung_(Psychologie)

Methoden der Einstellungsmessung [Bearbeiten]

Ziel der Methoden der Einstellungsmessung ist die empirische Überprüfung der Theorie des geplanten Verhaltens.

Eindimensionale Methoden sind die Over-all-Messung, summierte Ratingskalen (Likert-Skala) und die Skalogrammmethode nach Guttmann (Guttmann-Skala).

Mehrdimensionale Methoden sind Multiattributionsmodelle und das semantische Differenzial. Die Multiatttributionsmodelle lassen sich unterscheiden nach kompositionellen und dekompositionellen Methoden (insb. die Conjoint-Analyse bzw. ein Faktorieller Survey). Zu den Kompositionellen Methoden gehören die Ansätze von Fishbein und Rosenberg sowie die Weiterentwicklung von Trommsdorff.

Gemessen werden muss deshalb zunächst die Einstellung gegenüber einem bestimmten Sachverhalt. Dabei spielen eine Rolle:

- die subjektiven Normen,
- die Intention zur Durchführung des Verhaltens,
- sowie das tatsächliche Verhalten, welches durch Beobachtung und / oder einen Verhaltensbericht der Befragten (z. B. ein Verhaltensrückblick).

Die Faktoren können z. B. direkt durch eine Befragung von Personen ermittelt werden, die über jede Frage durch ausfüllen einer Skala urteilen. Genauer gesagt sollte man also bei einem vollständigen Test des Modells folgende Variablen messen:

• Die Einstellungskomponenten: Dazu gehören die Überzeugungen in Bezug auf mögliche Verhaltenskonsequenzen, sowie deren Bewertung (indirekte Feststellung der Einstellung). Zusätzlich wird die Einstellung noch direkt gemessen, meist über ein semantisches Differenzial. Dies ist eine bekannte Form für eine Bewertungsskala. In der Orginalskala von Charles Osgood (siehe Semantisches Differenzial) stehen sich bei der Skala meist zwei Adjektive, zum Beispiel „gut“ und „schlecht“, gegenüber. Die Lage des Antwortkreuzes entscheidet über die Bewertung der Frage.

• Die Subjektiven Normen: Auch hier misst man zunächst de normativen Überzeugungen und die Motivation zur Konformität. Es erfolgt ebenfalls eine direkte Messung der subjektiven Normen, sowie eine Feststellung der Gewichtung der verschiedenen Normen für eine Person.

• Die Intention, welche direkt abgefragt wird

• Das Verhalten, welches entweder durch Beobachtung oder einen Verhaltensbericht festgestellt wird.

Dabei muss man beachten, dass die Einstellungs- und Verhaltenskomponenten, sowie die der subjektiven Norm und der Verhaltenskontrolle hinsichtlich des Handlungs-, Ziel-, Kontext- und des Zeitaspektes einen vergleichbaren Spezifikationsgrad aufweisen (Prinzip der Korrespondenz).

Siehe auch *[Bearbeiten]*

- Allergie
- Idiosynkrasie

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Methoden zur *Einstellungsmessung*

Dateiformat: Microsoft Powerpoint - HTML-Version
Einstellungsmessung kann komplex sein, da Ausprägung u. Intensität von Einstellung mehrere Dimensionen z.B. Richtung (pos. – neg.haben können **...**
www.gp.tu-berlin.de/Demopraktikum/mpss05/attmess.ppt - Ähnliche Seiten

Einführung in die empirischen Forschungsmethoden (Teil 1 ...

Dateiformat: PDF/Adobe Acrobat - HTML-Version
Thema XI: *Einstellungsmessung* und Befragungsmethoden. © 2002 PD Dr. S. Rethorst, Universität Bielefeld, Abt. Sportwissenschaft. XI. Einstellungs- **...**
www.uni-bielefeld.de/sport/arbeitsbereiche/ab_ii/lehre/unterrichtsmaterialien/empirie/**einstellungsmessung**.pd *f* - Ähnliche Seiten

This article is about the psychological term. For other uses, see Attitude.

An **attitude** is a hypothetical construct that represents an individual's degree of like or dislike for an item. Attitudes are generally positive or negative views of a person, place, thing, or event-- this is often referred to as the attitude object. People can also be conflicted or ambivalent toward an object, meaning that they simultaneously possess both positive and negative attitudes toward the item in question.

Attitudes are judgments. They develop on the **ABC** model (affect, behavior, and cognition). The *affective* response is an emotional response that expresses an individual's degree of preference for an entity. The *behavioral* intention is a verbal indication or typical behavioral tendency of an individual. The *cognitive* response is a cognitive evaluation of the entity that constitutes an individual's beliefs about the object. Most attitudes are the result of either direct experience or observational learning from the environment.

Contents

[hide]

Attitude formation

Unlike personality, attitudes are expected to change as a function of experience. Tesser (1993) has argued that hereditary variables may affect attitudes - but believes that they may do so indirectly. For example, if one inherits the disposition to become an extrovert, this may affect one's attitude to certain styles of music. There are numerous theories of attitude formation and attitude change. These include:

- Consistency theories, what imply that we must be consistent in our beliefs and values. The most famous example of such a theory is Dissonance-reduction theory, associated with Leon Festinger, although there are others, such as the balance theory of Fritz Heider.
- Self-perception theory, associated with Daryl Bem
- Persuasion
- Elaboration Likelihood Model associated with Richard E. Petty and the Heuristic Systematic Model of Shelly Chaiken.
- Social judgment theory
- Balance theory

http://www.answers.com/topic/attitude