

Contents

List of tables	7
List of figures	9
List of boxes	11
Acknowledgements	15
Abstract	17
1. Introduction	19
1.1 Framing and objectives for the work	19
1.2 Research approach	22
1.3 Outline of the book	23
1.4 General note on style	24
2. Old and new meatways.....	27
2.1 Background	27
2.2 Meat related discourses	61
2.3 The sustainable future of protein?	76
2.4 Conclusion and discussion	101
3. Conceptual structure	103
3.1 Social practice theories as the basis	104
3.2 Modifications to the elements of social practices.....	115
3.3 Concepts linking to general understandings	123
3.4 Linking practices to discourses	158
3.5 Further to the side of discourses.....	164
3.6 Power and agency	177
3.7 Conclusion and discussion	185

4	Data and methods	189
4.1	Introduction	189
4.2	Data choice, processing and preliminary analysis.....	192
4.3	Methods of further analysis	205
4.4	Quality criteria vs. methodological criticisms.....	212
4.5	Conclusion	217
5	Exploring discourses on the new meatways	219
5.1	Descriptions, themes and dimensions of the data	220
5.2	Framing	232
5.3	Meat-eating related challenges.....	256
5.4	Additional tools for change	272
5.5	Conclusion	281
6.	Conclusions and discussion.....	283
6.1	Conclusions from the analyses	284
6.2	Final words on transforming meat-eating related practices	297
6.3	Discussion	301
7.	References	309
8.	Annex 1 – Coding system used in MAXQDA	341