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Foodways of Selected Mothers and Their Adult-Daughters in Upper East Tennessee

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To the Graduate Council:

I am submitting herewith a dissertation written by Kathryn Marianne Kolasa entitled "Foodways of Selected Mothers and Their Adult-Daughters in Upper East Tennessee." I have examined the final electronic copy of this dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, with a major in Food Science and Technology.

Mary A. Bass, Major Professor

We have read this dissertation and recommend its acceptance:

Grace E. Goertz, Lura M. Odland, Richard Jantz, Harry Lindquist

Accepted for the Council:
Dixie L. Thompson

Vice Provost and Dean of the Graduate School

(Original signatures are on file with official student records.)

May 7, 1974

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Accepted for the Council:

Vice Chancellor
Graduate Studies and Research

FOODWAYS OF SELECTED MOTHERS AND THEIR ADULT-DAUGHTERS IN UPPER EAST TENNESSEE

A Dissertation

Presented for the

Doctor of Philosophy

Degree

The University of Tennessee

Kathryn Marianne Kolasa

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ABSTRACT

The similarities and differences in the food behavior, food preferences, mass media use, environmental factors and demographic characteristics of 11 selected mothers and their 15 adult-daughters in an homogenous rural area in Upper East Tennessee were studied. The degree of agreement between mother and adult-daughter in the variables named above was associated to their inter-personal communication, age, education and attitudes toward modernity and familism.

A field study method, including the use of repeated interviews, based on an extensive interview-schedule was used to define similarities and differences in behaviors and attitudes of the purposively sampled group of mothers and their adult-daughters.

A random sample survey method, including an interview administered, short, questionnaire, was used to discuss food behavior and mass media use with 32 randomly selected homemakers in the same county. The random sample survey data provided a check on the bias inherent in the purposive sampling of the field study mothers and their adult-daughters. In addition, the random sample survey was evaluated for its effectiveness as a method for the collection of foodways data similar to that collected by the field study method.

It was hypothesized that the adult-daughters, older (age in years); with low education (years in school); with a moderate orientation to change; and high inter-personal communication with

her mother; would exhibit food behavior, food preferences and mass media use similar to her mother. In general, this hypothesis was not strongly supported. The association among the variables food behavior, food preferences, mass media use, environmental factors, inter-personal communication, age, education and attitudes toward modernity and familism was low ($W = 0.276$, $p \leq 0.01$). A higher association ($W = 0.554$, $p \leq 0.001$) was achieved when the variables age, education and orientation to change were not included in the computation. None of the variables associated, however, can be eliminated from consideration in the study of the transmission of foodways or of the factors effecting changes in foodways.

Foodways appear to be changing rapidly, as noted in this two generational study of mothers and their adult-daughters in Upper East Tennessee. Trends are discussed. Some sections of the field study interview schedule require further refinement and items may require weighting to better determine the relationships of these variables in the transmission of foodways from mother to daughter. Suggestions for refinement are made. In general, the problem of defining the transmission of foodways, even in an homogeneous area, is complex. The study of the stability of the family's foodways, as exhibited by the daughter in her maturity, also is a complex problem.

Evaluation of this study's approach to the investigation of foodways indicates that the random sample survey and the field study methods together, preceded by a participant-observation experience, provided the researcher with the data for statistical analysis and the

understanding needed to optimize interpretation of results as well as to plan educational materials, programs or further research for the area studied.

Selected food practices, food preferences, food terminology, mass media use and environmental factors affecting food practices in the Upper East Tennessee area are included for possible use in food and nutrition education materials development. In view of increasing food costs and world resource shortages, some disturbing trends in the use of food resources are noted.

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CHAPTER 1

INTRODUCTION

I. TRANSMISSION OF FOODWAYS: MOTHER TO DAUGHTER

Culture, its customs, attitudes and value are transmitted from one generation to the next. Spindler (1959) discussed the transmission of the American culture and its two basic values: tradition and emergence. He noted that cultural transmission is difficult to perceive in our complex and changing society. Often the conflicts of the culture and its values are transmitted to children to defeat the desired end of the transmitter. Jennings and Niemi (1968) noted that the transmission of certain values from the parent to the child, specifically political values, can be observed in late adolescence. In general, their hypothesis that the closer the child felt to the parent, the more susceptible he became to the adoption of the parental values was found untrue. Rather, the children used their parents as role models if the parents were neither too permissive nor strict. The transmission of foodways from parent to child often has been alluded to in the food habit literature. Many researchers suggest that food habits are stable and resistant to change, due in part, to their establishment early in life.

"Socio-cultural experiences dominate the learning of food behavior because all societies attempt to pass on traditional foodways and all children tend to imitate or model their behavior on that of others"

(U. S. Dept. Health, Education and Welfare, 1968). Clark (1968) too, stated that food behavior may be transmitted to each new generation and become entangled in the culture, however, food behavior is still susceptible to change. The transmission of foodways and factors effecting change are of interest to educators trying to preserve good food habits and modify poor ones (National Academy of Sciences, 1943). Since food is specially and distinctively involved in human behavior (Mead, 1964), the manner in which food patterns are learned can be influential in setting life-time food habits for an individual.

While the total family, the society and the mass media play roles in the transmission of foodways, both formally and informally, the mother has been traditionally seen as the primary transmitter.

Lewin (1943) describing his "channel theory" of how food comes to the table and why, identified the "gatekeeper" as usually the mother. deGive (1943), too, indicated the mother is the "instrument" through which cultural influences, come to the child. Cussler (1943) working in association with deGive noted that it is the mother who teaches the child that certain foods are "desirable, satisfying, delightful, good for him; or negatively, that some are heavy, not to be eaten at certain seasons of the year; not to be eaten with other foods, and so on. Litman and coworkers (1964) reported that the method was cited in 90 percent of their cases as the principal point of reference in terms of food. Read (1966) indicated that women control food preparation and therefore become the "repository of foodlore." In addition, since the mother is responsible for the care of the infant, she influences the

food habits that are formed during infancy.

Sims and coworkers (1972) in the development of an ecological model for the study of the nutritional status of the child, viewed the mother as a central figure in the nuclear family. The mother was seen as the major link between the outside environment and the other family members being typically responsible for the preparation and distribution of food to the rest of the family.

How enduring is this maternal effect on the food behavior of the child as she matures? The literature is scarce. Hellersberg (1946) in a study of adolescent behavior in relation to food found that in one group of 50 families, 72 percent of the students showed an "astounding correspondence with food patterns of the mothers." deGive (1943) viewed the role of the mother in relation to food behavior as continuing throughout life. She indicated that the mother transmits the cultural heritage in two principal ways. The mother is the source of nutrition information for the child and is the daughter's cooking teacher. Later, the mother gives advice to the grown daughter in matters of food; and as a grandmother she advises in the feeding of a newborn. deGive (1943) also found that rural mothers supplied married children with home produced foods. Brown (1967) asked her students to describe the development of their personal food habits. These college-aged students recognized the mother as the most important influence in the early years. They traced some dislikes to the forcing of food but in general found themselves likely to consume food never served at home. A variety of methods (National Academy of Sciences, 1945; Sanjur and

Scoma, 1971; Interdepartmental Committee on Nutrition for National Defense, 1963; Lund and Burk, 1969; and Jerome, 1967) have been developed for studying various aspects of the foodways of Americans.

II. FOODWAYS OF SELECTED MOTHERS AND THEIR ADULT-DAUGHTERS IN UPPER EAST TENNESSEE

The transmission of foodways, so often alluded to in the literature, cannot be viewed nor measured directly. Rather one must study variables such as food preferences, food behavior, mass media use, inter-personal communication and environmental factors as indicators of transmission.

This study was an attempt to evaluate two methods for collecting general information about food behavior and one method for isolating the factors involved in the transmission of foodways from mother to daughter and the stability of those foodways as exhibited by adult-daughter. A research location with an apparently homogeneous group of people residing there was chosen to limit the potential sources of variation. In addition, an area in need of food and nutrition materials was chosen. Data collected in this study could be used for the development of food and nutrition education materials specific to that population.

The two main methods employed were the random sample survey and the field study. Two separate samples were used: 32 geographically chosen random homemakers for the random sample survey and 11 mothers and their 15 adult-daughters for the field study. It was expected

that the field study method would provide more complete data than the random sample survey. It was not known how much bias would be inherent in sampling in the field study. It was anticipated, too, that the mother would emerge as the primary transmitter of foodways within the family; that the foodways would remain relatively stable though modified by factors in the environment.

CHAPTER 2

GENERAL METHODS AND PROCEDURES

I. INTRODUCTION

A variety of methods were employed both to secure the most complete and accurate data and to later compare efficiency of methods for this type of study. These methods can be categorized broadly as observation, survey and field study--all aspects of fieldwork.

Wax (1971) described fieldwork as a social phenomenon that includes reciprocity, complex role playing, invention and obeying rules, mutual assistance and play. It is also an individual phenomenon that includes observation, recording, testing, analyzing, defining, theorizing and model building. To understand the food behavior of the residents of Hancock County, Tennessee, and to begin to elucidate the factors involved in the transmission of foodways from mother to daughter, this researcher did fieldwork.

Fieldwork

Observation. Williams (1967) listed the observation of behavior--the practice of noting and recording facts and events--as one technique for gathering cultural data. The benefits and disadvantages of becoming a participant-observer have been discussed (Madge, 1953; Wax, 1971 and Compton and Hall, 1972). Kolasa and Bass (1974) discussed their participant-observation experience in Hancock County, Tennessee.

Survey. Survey research, characteristically quantitative in nature, describes current practices, attitudes or beliefs (Compton and Hall, 1972; Schlater, 1970). The personal interview (Compton and Hall, 1972) has been noted as the most useful and powerful of study techniques. The Joint Task of the Southern Region Agricultural Experiment Stations and U. S. D. A. (1970) does not suggest the use of superficial surveys but rather indepth survey research. They suggest that indepth research can be designed to obtain reasons and causes for the formation of food habits.

Field study. The field study is aimed at discovering relations and interactions among sociological, psychological and educational variables in real social structures (Compton and Hall, 1972). The researcher observes behavior or aspects of behavior in its natural setting. The data obtained are often qualitative in nature and contain elements of subjectivity. The case study or indepth study is one technique used to investigate a selected aspect of behavior in detail (Schlater, 1970).

One advantage in combining the survey and the intensive field study methods is to obtain a better understanding of the culture studied (Compton and Hall, 1972 and Schlater, 1970).

Instruments

Field notes. Record keeping of observation can be done with the aid of field notes and photographic and sound recordings (Williams, 1967). Others have reported the importance of detailed field notes in

the interpretation of data (Cussler, 1943; deGive, 1943; Madge, 1953 and Wax, 1971).

Questionnaires and interviews. Compton and Hall (1972) discussed the development of questionnaires as well as the interview process. They indicated a researcher may obtain more accurate information and in greater depth, through an interview rather than through a self-administered questionnaire. Madge (1953) discussed the semi-structured, structured and focused interviews. Interviews and questionnaires have been widely used in food and nutrition research. Some of those most pertinent to this study were those used by Jerome (1967), Bass (1972), Cussler (1943) and deGive (1943).

Sampling

Random sampling has been proposed as the best technique for determining sample to be used in nutrient intake studies (Reh, 1962). Area sampling (a type of cluster sampling) can be used to select a sample of individuals who reside in a specific area.

Various aspects of foodways have been studied using samples not chosen with regard to probability theory (Delgado et al., 1961; Jerome, 1969; Bass, 1972). Hand picking individual elements for the field study method (purposive sampling) within a stratified sampling plan, will give an unknown probability of error. Such sampling, however, can provide useful qualitative data (Compton and Hall, 1972).

II. METHODS AND PROCEDURES

Figure 1 depicts the general procedure followed in this study (the review of literature and fielwork that included: the participant-observation experience, the development of an interview schedule for the field study, the development of a questionnaire for a short random sample survey, the collection of data, and analysis). A discussion of each step in the study approach follows.

Review of Literature

Review of the professional literature was undertaken to identify pertinent references to food behavior of parents relative to the food behavior of their children; food behavior exhibited by Americans living in the Southern Region; mass communication and its effect on the American culture; and other related topics.

In addition, a review of the general and popular literature, including folklore, novels, memoirs, essays, newspapers and magazines served as an introduction to the culture of the population to be studied.

Fieldwork

Participant-observation experience and preliminary surveys.

During this stage of the study (Summer, 1972), this researcher commuted from Knoxville to Hancock County and also spent periods of time residing with the assistant agricultural extension agent in that county. Informal meetings and interviews with the community officials, professionals, businessmen and other local residents were held (Kolasa and

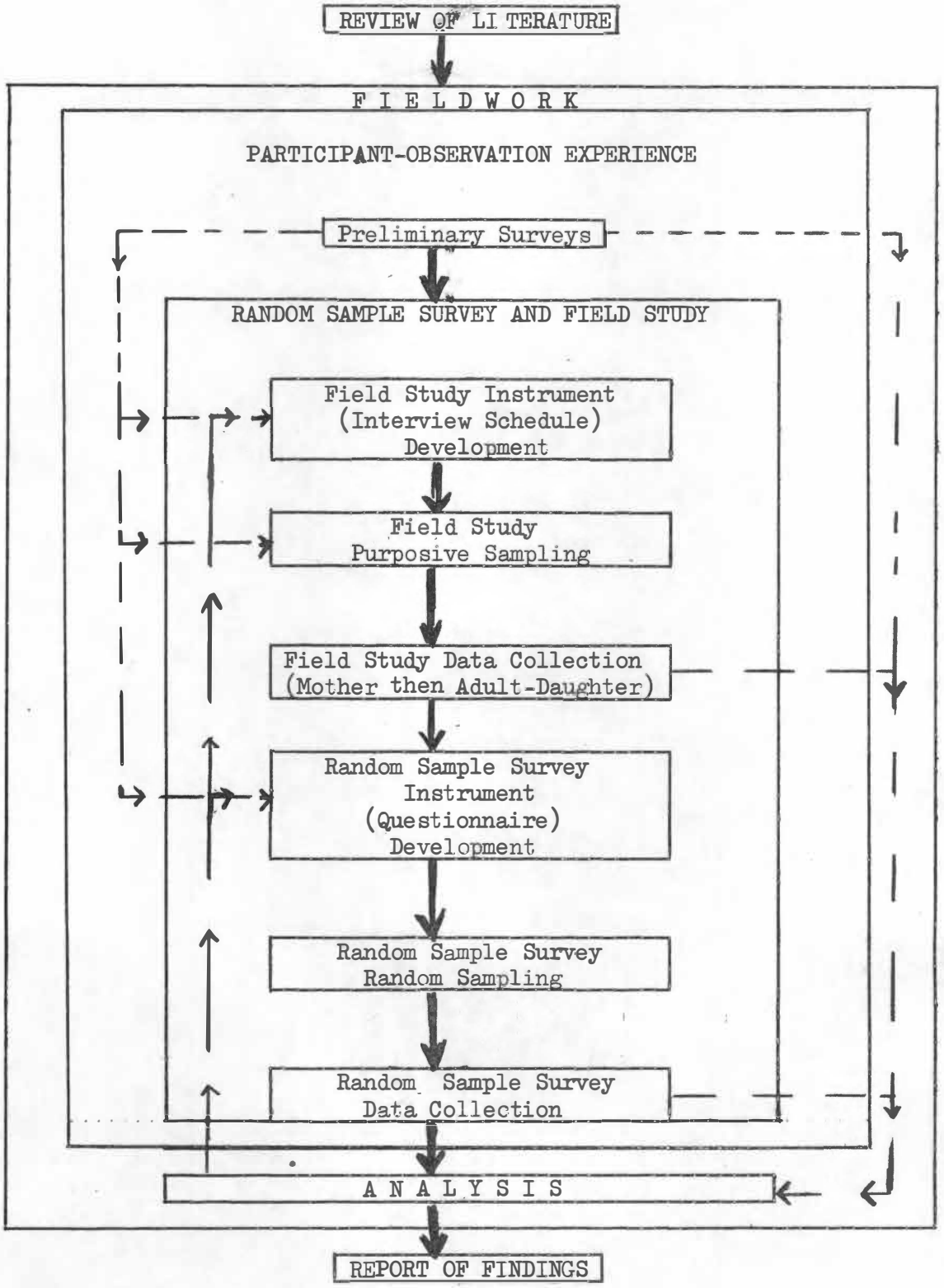

Figure 1. Diagram of approach used in study of foodways of selected mothers, adult-daughters and other homemakers in Upper East Tennessee.

Bass, 1974). In addition, the records for the Expanded Foods and Nutrition Education Program (EFNEP) in Hancock County were studied. The results of this study have been presented (Kolasa and Bass, 1973).

A 31 item food behavior interview-administered questionnaire including an extensive food list was devised, pre-tested and tested. This researcher and two coworkers used this instrument in an "accidental sampling" of clients of the Hancock County Public Health Department and visitors to the Hancock County Hospital.

Limited photographic and sound records were kept.

Random Sample Survey and Field Study

This study employed the use of two samples: (1) a random sample of 32 Hancock County homemakers and (2)a purposive sample of mothers and their adult-daughters. The random sample of homemakers was interviewed in the short random sample survey. The sample of mothers and adult-daughters was used in the field study. A description of the interviewing instruments, sampling procedures, and time schedules follow.

Field study instrument development. A 38 page food behavior interview schedule was developed as the basis for a minimum of two semi-structured interviews with the mothers participating in the field study. The schedule was divided into forms: demographic data, food behavior--shopping, food behavior--past, food behavior--present, food preferences, usual meal pattern, food preparation methods, new product preference, communication--mass media (television, radio, magazines,

newspapers, cookbooks, telephones and driving ability), interpersonal communication--mother/adult daughter (telephoning, visiting, letter writing), daily activities, environmental factors--housing, environmental factors--kitchen equipment and utensils, environmental factors--garden and livestock, and a familism/modernity scale (Appendix A).

A similar 37 page interview schedule was devised as the basis of a minimum of two semi-structured interviews with the adult-daughters. Questions from the mother's schedule were reworded as necessary. A few questions were deleted and others added (Appendix B).

In general, the questions were derived from the interview administered questionnaires used in the participant-observation experience; from an extensive food list developed during the participant-observation experience; and from questions logged in field notes recorded during the participant-observation experience.

Field study purposive sampling. The technique of purposive sampling was employed to draw the indepth sample of mothers. Time, money and logistics required to interview and reinterview each respondent, in part, dictated sample choice. Cooperation exhibited by homemakers also was a factor. An attempt was made to choose homemakers living in each of the seven county districts (Figures 2 and 3) of various ages and educational levels; employed and not employed; with varying family composition; and of various apparent living standards.

Figure 2. Map of Hancock by district.

Random sample survey respondents indicated by ● ; field study sample mothers by ✱; and field study sample adult-daughters by ✪.

Figure 3. Map of City of Sneedville.

Random sample survey respondents indicated by ●; field study sample mothers by ✱; field study sample adult-daughters by  .

Only one requirement was established. Each mother in the field study sample needed to have at least one adult-daughter residing in East Tennessee also willing to participate in this study. The mothers were chosen from those recruited during the participant-observation experience; from referral by the assistant county extension agent or EFNEP assistant; or from referral by co-researchers. Complete interviews were obtained from 11 mothers. A twelfth mother participated in one interview session. She subsequently died in a house fire. Three other homemakers were approached but were unable to participate in this study.

Each mother provided directions for locating her adult-daughter's home. The adult-daughters were contacted by the researcher to gain their cooperation. In three cases, the researcher took the mother on the introductory visit to the daughter's home. Nine daughters resided in Hancock County, three in Morristown, one part-time in Johnson City, one each in Rogersville and Harrogate.

Field study data collection. In all but one case, the mothers of the field study sample were contacted first and requested to participate in this study. Within the following two weeks, the adult-daughter was asked to participate. The initial interview spanned one to four hours. In some cases, one-third of the interview schedule was completed during the fist visit. In other cases, only a general discussion ensued. In general, the respondents were reluctant to commit themselves for an interview appointment. Often visits to the respondent's home resulted

in "no interview." A definite time schedule could not be used. Obstacles to meeting a time schedule included: respondents not home; too busy to be interviewed; or another visitor present. Initially it was planned that interviews could be taken while respondents continued with their household tasks, canning, freezing, or while they worked in the tobacco field, barn or garden. Few respondents, however, would submit to the interviews unless they could sit down to talk.

It should be noted that in this region it was difficult to obtain a commitment from the homemakers to participate in three interviews. Comments such as "If I'm still alive," "If I don't have company," "If I have time or am feeling ok," were common. Despite these comments, all eleven mothers and fifteen adult-daughters cooperated throughout the entire study.

The interviews proceeded at various rates during the collection period (July, 1973 to February, 1974). The mother's interview on each specific topic, however, always preceded the adult-daughter's interview on the same topic.

During this stage of the fieldwork, this research commuted from Knoxville to Hancock County, Morristown, Rogersville or Harrogate. At times, this researcher resided with an elderly, well respected woman of Sneedville. Interviews were conducted during daylight hours, Monday through Saturday.

Random sample survey instrument development. A questionnaire was developed for the basis of a short (averaging 30-45 minutes), one

time, structured interview. The questions were derived from the field study interview schedule. The questions were designed to obtain a variety of information including demographic characteristics of the homemakers, communication--mass media, food preferences, usual meal pattern, food behavior--shopping, food behavior--preparation methods, environmental factors--housing, environmental factors--kitchen equipment, environmental factors--garden and livestock (Appendix C). The questionnaire was read to each respondent and her responses were recorded in writing. Additional information volunteered by the respondent or observed by this researcher was recorded.

Survey sample survey random sampling and data collection. A procedure for area sampling was followed (Appendix D). Only the principal homemaker or other adult female residing in the selected dwelling was eligible for interview. Four, four, five, four, five, six and four homemakers in Districts 1, 2, 3, 4, 5, 6, and 7 respectively, were interviewed (Figures 2 and 3, pages 13 and 14).

During this stage of fieldwork, this researcher commuted from Knoxville to Hancock County. All interviews were conducted by this researcher accompanied by a coworker. In some cases, the presence of the coworkers stimulated a more successful interview. The interviews were conducted during the daylight hours of the four Saturdays of September and first Saturday of October, 1973.

Random sample survey analysis. The responses obtained in the random sample survey interviews were coded and punched on computer

cards. The absolute and relative frequencies of the responses were calculated. In addition, the mean, mode, standard error, standard deviation, median, variance and range of responses were determined.

Field study sample analysis. Each section of the field study interview schedule was analyzed separately, and will be discussed in the following chapters. In general, frequency of response, percentage of the total sample, sample of mothers and sample of adult-daughters were computed. A Phi Coefficient was computed to determine the agreement, W, between mother and adult-daughter responses, as a group. The association was tested for significance by the Chi Square test for significance (Edwards, 1962 and Champion, 1970). Agreement scores for each mother and her adult-daughter(s) were derived, based on the similarity of their responses.

Random sample survey responses vs. field study responses. The data obtained in the random sample survey and the field study-mothers were compared. It is assumed that the mother's attitudes, behaviors, environment and background might bias the responses given by the adult daughter. In addition, only nine of the fifteen adult-daughters lived in Hancock County. Therefore the Fisher's Exact or Chi Square Analysis (Edwards, 1962 and Champion, 1970) were computed to determine any significant differences between the random sample survey responses and the responses of the mothers participating in the field study.

Finally, the random sample survey and field study methods were compared for the type and quantity of data obtained in terms of time,

expense and applicability of the information. Advantages and limitations of each in terms of this study were noted.

Summary. Two methods, the random sample survey and the field study were used to gather data on foodways in Upper East Tennessee and the mechanism for the transmission of foodways from mother to daughter. The two major instruments were a short food behavior questionnaire administered in a structured interview to the random sample survey respondents and an extensive interview schedule administered in a minimum of two semi-structured interviews with each field study respondent. Foodways data and mass media use data from the random sample survey and from the field study were analyzed separately and then compared.

III. STUDY SAMPLE CHARACTERISTICS

Random sample survey respondents. Thirty-two homemakers ranging in age from 17 to 77 (mean of 52.2) years comprised the final random sample. Selected demographic and environmental characteristics reported by the respondents in the interview are presented (Table 1).

Field study participants. Eleven mothers and fifteen of their adult-daughters comprised the final field study sample. The mothers ranged in age from 45 to 77 (mean of 58.8) years; the adult-daughters from 19 to 53 (mean of 32.5) years. Selected respondent and environmental characteristics determined in interviews are presented (Table 1).

TABLE 1

SELECTED DEMOGRAPHIC AND ENVIRONMENTAL CHARACTERISTICS OF RANDOM SAMPLE SURVEY RESPONDENTS, MOTHERS AND ADULT-DAUGHTERS

Respondent and Environmental Characteristics	Random Sample Survey Respondents	Field Study	
		Mothers	Adult-Daughters
		Percent	
Age (years)			
15-19	3.1	0.0	6.6
20-24	3.1	0.0	26.6
25-34	9.3	0.0	33.3
35-44	15.6	0.0	20.0
45-54	18.7	45.4	13.3
55-59	12.5	9.0	0.0
60-64	3.1	18.1	0.0
65-74	28.1	18.1	0.0
75+	6.2	9.0	0.0
Schooling completed (years)			
1-4	21.9	9.0	0.0
5-7	31.3	27.2	0.0
8	31.3	9.0	26.6
9-11	9.4	9.0	0.0
12	6.3	27.2	46.4
13-15	0.0	18.1	13.3
16	0.0	0.0	13.3
Place of birth			
Hancock County	81.3	100.0	93.3
Tennessee	90.6	100.0	100.0
Residential history			
Have lived outside Hancock County	50.0	54.5	60.0
Would like to move from present location	9.4	9.0	* 53.3
Currently live in Hancock County	100.0	100.0	** 60.0
Marital status			
Married	87.5	72.7	73.3
Widowed	3.1	18.1	6.6
Separated/Divorced	3.1	9.0	0.0
Single	6.3	0.0	20.0

TABLE 1 (continued)

Respondent and Environmental Characteristics	Random Sample Survey Respondents		Field Study		
			Mothers		Adult-Daughters
	Percent				
Number of children					
No sons	37.5		9.0		40.0
1 son	21.9		36.3		40.0
2 sons	18.8		18.1		20.0
3 sons	9.4		18.1		0.0
4 or more sons	12.5		18.1		0.0
No daughters	28.1		0.0		53.3
1 daughter	18.8		63.6		26.6
2 daughters	21.9		18.1		13.3
3 daughters	6.3		9.0		6.6
4 or more daughters	25.0		9.0		0.0
Currently employed	9.4	**	54.5		33.3
Housing construction					
Frame	84.4		81.8		61.0
Brick	15.6		18.1		38.0
Plumbing facilities					
Outhouse	50.0		45.4		23.0
No water in house	40.6		18.1		15.0
Stove or range					
Wood	21.9		27.2		0.0
Electric	96.9		90.9		100.0
Garbage disposal	3.1		0.0		0.0
Dishwasher	6.3		0.0		7.0
Sink in kitchen	75.0		90.9		93.0
Food storage					
Smokehouse in use	43.8		45.4	**	0.0
Dairy/cellar or other cold place	40.6		54.5	**	7.0
Deep freezer	65.6		45.4		46.0

TABLE 1 (continued)

Respondent and Environmental Characteristics	Random Sample Survey Respondents	Field Study	
		Mothers	Adult-Daughters
		Percent	
Cultivated a garden this year	87.5	90.9	60.0

*p $\leq$ 0.05 by Phi Coefficient and Chi Square Test for significance.

**p$\leq$ 0.01 by Chi Square Analysis or Phi Coefficient and Chi Square Test for significance.

Discussion. While the mean ages of the random sample survey respondents and field study-mothers were similar, the distribution of ages (as required by the definition of mother in this study) was narrower for the mothers. In general, the mothers tended to have more years of schooling than the random sample survey group. It is difficult to assign any significance to the reported years of schooling knowing that two mothers who reported two and six years of schooling were functional illiterates. About half of the random sample survey respondents and sample of mothers have lived, at some time, outside of Hancock County. The definition of the field study sample of mothers again biases the marital status and number of daughters data, making those data not comparable. More ($p \leq 0.01$) field study mothers were employed than random sample survey respondents. Other characteristics listed (Table 1) were similar for both samples.

Many ($p \leq 0.01$) adult-daughters no longer reside in Hancock County. A trend for youth out-migration was noted in the review of literature. In general, the adult-daughters had more years of schooling than their mothers. The adult-daughters had between 8 and 16 (mean 11.1) years of school whereas the mothers had between 2 and 14 (mean of 9.0) years of school. None of the mothers but two of the adult-daughters had completed a four year college education. A greater number ($p \leq 0.05$) of adult-daughters expressed a desire to move from their present location. Mothers often replied that their present location was "home" and they were not anxious to leave it. Not all the adult-daughters interviewed were married. Four of the

mothers had been previously married. Since most of the adult-daughters were still in the child-bearing years, the data on number of children is not comparable.

More mothers ($p \leq 0.01$) than adult-daughters had a smokehouse and dairy or cold place for food storage. More mothers tended to plant a vegetable garden.

In addition, most mothers reported being in good or fair health while most adult-daughters were in excellent health (Table A-1, Appendix E). Most mothers felt they were of the right weight while most adult-daughters reported themselves as overweight. Most mothers and adult-daughters reported taking vitamin pills but only a few ever followed a prescribed special diet.

The adult-daughters participating in this study left home between the ages of 17 and 26 (mean of 18.5). One adult-daughter had never lived separately from her parents. Those who married, wed between the ages of 17 and 26 (mean 19.2 years). Two of the adult-daughters lived with their mothers at the time of the study. The rest of the sample lived between less than one mile and 80 miles from their mother. Six lived more than 40 miles, while two lived less than one mile from their mother. The married adult-daughters lived between less than one mile and 45 miles from their husbands' mothers. Four lived more than 40 miles while two lived less than one mile from their husbands' mothers.

Other sample characteristics are discussed throughout the following chapters.

The field study mothers were similar to the random sample survey respondents except in age range, marital status and number of adult-daughters. In general, however, the data collected about the field study mothers can be cautiously generalized to other mothers of adult-daughters in Upper East Tennessee.

CHAPTER 3

THE RESEARCH LABORATORY

I. HANCOCK COUNTY

The entire random sample, all the mothers and nine daughters interviewed in this study reside in Hancock County, Tennessee, located in the Southeastern Appalachian Region, approximately 70 miles northeast of Knoxville. The county, covering 230 square miles, is classified by census definition as entirely rural. In 1962, it ranked (based on per capita income) the eighth poorest county in the United States and thus became the interest of sociologic, anthropologic, economic and other studies, poverty programs, newspaper coverage and political debate. However, little of the research data has been published. Some of the available information about Hancock County is presented here to place this food behavior study in its context.

Hancock County History

Once a paradise for hunters and trappers, the Hancock County area was settled around 1795. The first pioneer settlers left no written record. The Goodspeed History of Tennessee (1887) includes names, dates and events surrounding the formation of Hancock County in 1884. Once the county seat was named Greasy Rock. One legend says the rocks in the river near-by became greasy from the skins, bear meat and venison of hunters, trappers and Indians who met there,

and subsequently the settlement became known as Greasy Rock. Later the name was changed to Sneedville. Most of the written records and public documents of the county were destroyed in a court house fire in 1929.

A detailed description of the county's historical background (spanning the years 1844-1965) and a study of its institutions of society (communications, economy, politics, education, recreation and church) was compiled and conducted by Farley and High (1966), Carson Newman College, Jefferson City. These researchers found the county an interesting laboratory for even in 1966 "its cultural patterns are those of a bygone era."

Newspaper accounts, for the most part "memories" help piece together more of the county's history. The Knoxville and Chattanooga newspapers have noted the impact of rural electrification; the installation of the first private telephones in the county in 1939; South Central Bell's installation of a dial telephone system in 1952; the incorporation of Sneedville in 1953; and other accounts of the people and their culture. For a time in the mid 1960's the Hancock County Post was published weekly in Tazewell. It often carried stories such as "The County That Time Forgot" (Greene, 1970) or "Land of Mystery" (Grohse, 1970) describing pioneer homes, country stores, and the old-timey way of life.

In 1960, the Hancock County population was 7,757. More than 72% of the inhabitants were classified as rural farm dwellers in the census. The population density was calculated as 33.7 people per

square mile. Other population and agricultural statistics were compiled by Clelland (1967). A more detailed "state of the county" report was prepared by a group of Hancock County citizens (Hancock County Comprehensive Economic Development Program Association, 1963). At the time of the report no industry was located within the county. In an attempt to lure industry to the county, natural resources, a ready labor supply and other county assets were listed in the report. However, the poor transportation systems and low educational level of the people are deterrents to the promotion of industry.

Poverty. Brown (1965) measured poverty throughout East Tennessee counties using the variables of income, educational level, high school drop out rate, illiteracy, occupational categories, unemployment rate, number of weeks worked per year, housing conditions, public assistance, level of living indexes and population change as criteria. In 1960, 78% of the Hancock County residents reported an income of less than $3,000 per year (37% with less than $1,000). The largest percent of unsound housing units (89.1%) in East Tennessee was found in the county. Unsound was defined as "unsound in structure and/or having unsound or no plumbing." The county also had the lowest "farm operator family level of living index" with a score of 39. A scale of poverty characteristics was constructed. Claiborne County (Hancock's neighbor to the west) showed the greatest tendency to poverty with a score of 49. Hancock and Union Counties followed with scores of 48 each. The score of Tennessee in general was 26; for the United

States as a whole--0. Brown interpreted the score to mean that Hancock County has "very much poverty"--hard core poverty.

The rationale often given for the county's poverty--for its "backwardness" include many statements. For example, some residents and researchers claim that the high ridges of the county have kept the area relatively isolated. Others say the limited tillable soil and absentee ownership of good farmland have kept the agricultural productivity low. The physical characteristics of East Tennessee, in general, dictating dependence on subsistence agriculture and extractive industries (such as zinc in Hancock County) is thought (William and Surla, 1965) to play a major role in the incidence of poverty in Campbell, Claiborne, Hancock, Hawkins, and Union counties. Some even feel that the reputation the county has earned based on the Green-Jones War in the late 1880's and other family feuds, and the more recent beatings and murders of residents and law officials in the Spring of 1961 and Fall of 1973 have kept the outside world from bringing progress to the county.

Education. The low educational level of most of the county residents is well documented. While the mean educational level in East Tennessee in 1965 was 8.1 years, Hancock County had the lowest average--7.2 years (Brown, 1965). In addition, Hancock County had the largest percent of functional illiterates--30.4 percent. The county residents are reputed to maintain a sentiment of anti-intellectualism that has kept the average educational attainment low and illiteracy fairly high (Farley and High, 1966).

Three unpublished studies (Livesay, 1953; Purkey, 1966; and Reed, 1971) have examined various aspects of education in the county, including its financing and adequacy. The county is largely dependent on state and federal funds to support its educational programs. In general the curricula only meets the minimum standards set by the state. Consolidation of schools has come slowly in the county. In 1971, four one-teacher schools were operating in the county.

Today. Information gathered about Hancock County in the early part of this decade indicates little change. A zinc mine has opened and closed its operation. One small electric motor factory is the sole industry located in the county. The attitude for industrialization expressed in the 60's has seemingly reversed. The possibility of locating a shoe factory in the county met with a great deal of resistance in 1972. A recent study of the Hancock County population focuses on some changes from 1960 to 1970 (Clelland and Lin, 1972). Most noteworthy is the continued, substantial outmigration, particularly of the youth. Population projections (Engels et al., 1972) based on a medium fertility, a medium net migration and a medium mortality rate indicate 4581 people will reside in the county in 1990. Generally this type of migration leaves a county top and bottom heavy--classwise and agewise. This trend already is apparent in the population and housing characteristics included in the Clelland and Lin report.

In 1970, the major sources of agricultural income were tobacco ($1,852,078), beef cattle ($824,000) and dairying--Grade C ($133,000).

A reported 1328 farms were in operation (Lambert, 1970). In 1973, tobacco (paying a record high price per pound), beef cattle and dairying remain the major sources of agricultural income while only 600 farms continue in operation (Lambert, 1972). Many Hancock Countians have continued to live on their small acreage while gaining employment in industries in Morristown, Rogersville, and Tazewell.

During the summer, 1972, a study of the "level of living and occupational adjustments of rural families" was conducted in several Tennessee counties, including Hancock. The published report of this study will present occupation and residential history, occupational satisfaction and aspiration; communications; attitudes and types of residences and farms; and income for rural families in the Southern Region (Clelland, 1972).

The year 1973 brought several new projects to the county, including an Intensified Farming Project, a kindergarten-on-wheels and a Child Development Project. A feeding program for the elderly is planned to begin in 1974.

Sneedville

There are several available reports on Sneedville, the county seat. "A Ten Year Report, 1961-1971" (Board of Sneedville, 1971) promotes an optimistic view of the town's recent progress and accomplishments such as paving the streets, removal or physical distractions and installation of parking meters. A "Basic Industrial Data Sheet--Sneedville" (Division for Industrial Development, 1970) sets

forth numerous facts about Sneedville. Attributes of Sneedville include the offices of two physicians, two dentists, two attorneys and a mortician; a rescue squad and a hospital, the public health department, county and federal government offices including the Agricultural Extension Service with the Expanded Food and Nutrition Education Program, the Welfare Department with the Food Stamp Program, Child Development Project, Head Start, O. E. O., and the Upper East Tennessee Economic Opportunity Authority. The county high school, library, one elementary school, swimming pool, community center, and an open air theatre are located in Sneedville.

Snake Hollow and Vardy

Snake Hollow and Vardy, communities in Hancock County, continually attract journalists, anthropol gists and curiosity seekers. The Melungeons, who command this attention, will be discussed in another section of this study report.

Researcher's Comment

Summarization of the facts, figures and other information presents Hancock County as a severely depressed area, not unlike those typified in documentary films (Martin, 1972) of the poor in Appalachia, those described in books such as Hunger U. S. A. (Citizens' Board of Inquiry Into Hunger and Malnutrition in the U. S., 1968), Hunger U. S. A. Revisited (Citizens' Board of Inquiry Into Hunger and Malnutrition in the U. S., 1972), Stinking Creek (Fetterman, 1967) and other literature documenting the plight of the American poor.

However, it would seem unfair to the county and its residents, as well as to those who cannot visit the county to promote the overall image of poverty and "backwardness" for the Sneedville area as for the above severely depressed areas.

During the period of this study (1972-1974) the county stood as typical of rural life in the Eastern part of Tennessee. Neither caloric malnutrition nor deficiency diseases are generally apparent (Pierce, 1972). Although as in other parts of the U. S., anemia seems to be prevalent (Martin, S., 1972). While poverty conditions and housing do exist and cannot be overlooked, neither can fine frame and brick homes with modern facilities be disregarded. The county, in many ways, could be suitable for a study of contrasts. New buildings are surrounded by decaying structures. Old timey and modern methods of food production, preparation and preservation are operating side by side. In general, the food supply, while limited in variety, in general appears adequate in quantity.

In part, because of these characteristics of the county and its residents, Hancock County was chosen as the principal research site. In addition, the culture appears less complex than that of metropolitan areas; particularly the number of environmental and outside influences on the culture are more restricted. It was hoped, then, that influences on the processes of change--particularly those affecting food behavior--might more readily be identified and observed in this setting.

II. OTHER RESEARCH SITES

The cities of Rogersville (Hawkins County), Morristown (Hamblen County), Harrogate (Claiborne County) and Johnson City (Washington County) became secondary research sites. These cities are located 20, 40, 50, and 80 miles respectively from Sneedville (Figure 4) and attract the children of many Hancock Countians for schooling and working. Six of the fifteen daughters interviewed in this study were presently residing in one of these cities.

III. ETHNIC GROUPS

While Hancock County is principally inhabited by Caucasians (99%), some residents are called "Melungeons." Melungeons are a group of people, often referred to as a distinct race or as a mysterious people, reputed to have dark skin--neither copperish or blackish but more olive like; black straight hair; eyes ranging in color from coal black to brown to deep blue to grey; high cheekbones; thin lips and narrow faces (Price, 1971). Pollitzer and Brown (1969) described the Melungeons of Eastern Tennessee "as remnants of a once extensive population of tri-racial origin." He surveyed 177 reputed Melungeons for demographic, morphologic and serologic characteristics. The results of the survey suggested that Melungeons are a "predominantly Caucasoid people with some Indian and possibly some Negroid admixture."

Regardless of scientific information that suggests who Melungeons are, legends and tales surround the origin and existence of the

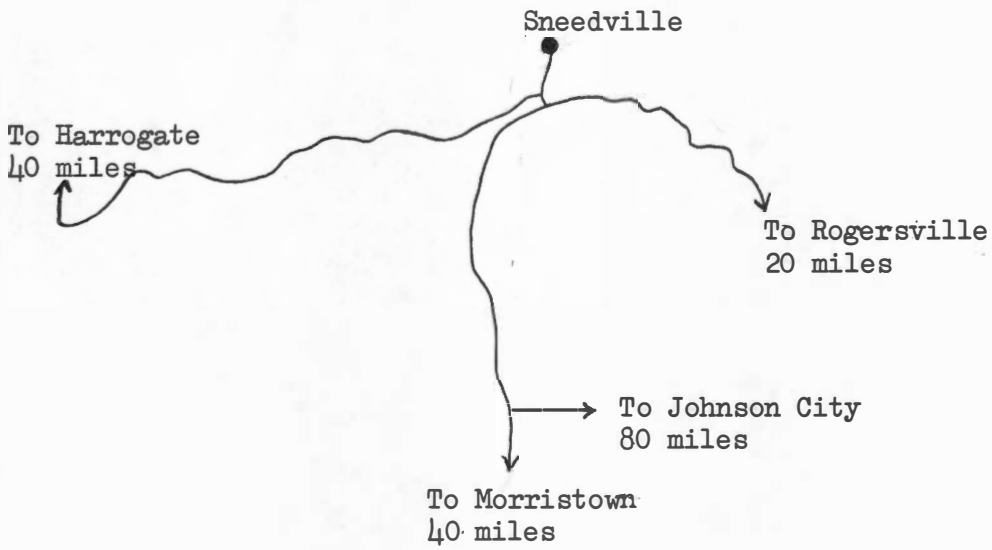

Figure 4. Other research sites and distances from Sneedville.

Melungeons in Vardy and Snake Hollow, Hancock County. One legend traces the Melungeon ancestry to the Phonecians; another to the Moors. Still another tale promotes the Melungeons as the descendants of Sir Walter Raleigh's Lost Colony of Roanoke. And even recently a new tale has emerged--Melungeons were thought to be descendants of the Lost Tribe of Israel. Some county residents who give no credence to the multiple theories and legends indicate (will candidly say) that "Melungeons are 'mullattas' or 'half breeds.!"

In reality, over the years, hostilities grew between the Melungeons and the other residents of the county. By law, "free men of color"--as the Melungeons were designated--were not allowed to own land in Tennessee until 1891. In a recent attempt to lessen the hostility and to increase tourist trade and income in the county, an outdoor drama depicting the plight of a Melungeon family and its descendants has been produced in Sneedville during the summers of 1969, 1970, 1971 and 1973 (Lynch, 1973). Dromgoole (1891), Price (1951), Ball (1969), Price (1971) and Davis (1972) are only a few of the people who have attempted to describe the history, legend and facts of the Melungeons.

Melungeon Food Behavior

Numerous articles describe the theories of the origin of the Melungeons. Many are repetitive but few describe the way of life of the Melungeons. Moonshining is mentioned most often, however little is said of the other food practices. Pollitzer and Brown (1969) noted that the Melungeons had become a "distinctive and inbred population." Reportedly they lived on steep, inaccessible ridges. They had a reputation

of wildness. One might expect, then, that the Melungeons would have developed a distinctive culture--including food behavior.

In one account (Ball, 1966) stated that Melungeons "lived largely on bacon, corn pone, mush and strong coffee." She reported that in the early spring they gathered crow's foot from the woodlands and bear's lettuce from the spring branches. These greens were eaten raw with salt. The Melungeons, she continued, liked wild fruits and berries but cared nothing for canning and preserving them. In another account (Ball, 1969) hunting, bare-handed fishing, herb and root gathering were described as the principal means of livelihood for the Melungeons. Ball noted, too, the role of cornmeal as "winter food" in the meal pattern.

Price (1951) also described the Melungeons as hunters, trappers and gatherers. He indicated that wild nuts, berries and other fruit were dried for the winter by "holin' up." Potatoes, corn, sorghum cane (for molasses) and tobacco were the principal crops.

Breeding (1970) noted that Melungeons "foraged for food as did nomadic people." Melungeons had a reputation for raiding the lowlands for food under cover of night.

Melungeon Food Behavior in Fiction

Bits of historical fact have been used by writers of fiction, particularly Stuart (1965) and Dykeman (1962, 1966) to create romantic stories of mountain families, including the Melungeons. Dykeman often mentions basic foods from the land that aided mountain families in their struggle for survival.

Stuart is more detailed in his description of the foods reputedly eaten by Melungeons. He writes of turtle steak, rabbit and fish sandwiches, lemonade, home cured hams, wine, corn dodger bread, fried squirrel, mashed potatoes, mountain tea berries, wild plums, sweet anis root, parched corn coffee, pheasant and partridge eggs. He depicts the Melungeons as people possessing an all engrossing involvement with fishing and hunting. A wedding was described as a feast of eating, drinking and dancing the night long. Foods found at such a feast included wild meat fish, wild honey, turtle steaks, rabbit, 'possum, squirrel, ground hog, 'coon, pheasant, woodcock, doves and quail. A Christmas feast included many of the same foods, fried fish, wild pheasant, wild turkey, sweet and Irish potatoes, boiled, baked and fried turnips, turnip top greens, cabbage, dried fish, dried beans, shelled soupbeans, dried pumpkin, apples, wild honey, maple syrup, sassafras tea, corn pones, biscuits, strawberry, apple peach pumpkin and wild huckleberry pies.

Stuart and Dykeman are widely read and perhaps add elements to the story of the "Mysterious Melungeons" making it difficult to isolate fact from fiction. Comments such as "Melungeons eat more wild animals and plants" were often made to this researcher. Evidence in the literature or in this study could not substantiate these views.

Researcher's Note

If, in fact, Melungeons in their isolation developed a distinctive food behavior--different from that of other mountaineers living

off the land--has not been documented. Perhaps as the population dissolves, through outmigration and intermarriage, distinctive food behavior, too, dissolves. Beale (1972) indicated that among most triracial isolate populations in the United States "the practice or knowledge of handicrafts or of distinctive food habits, hunting practices of folkways is gone or rapidly disappearing." Beale believes we are at least a generation too late to study some aspects of triracial isolate culture. Even in 1947, Worden thought it was too late to find a true specimen of the Melungeon group.

Observations in this study including informal interviews with Melungeons, grocery clerks, Food Stamp workers, a public health nurse, and a county agricultural extension assistant working with Melungeon homemakers leads to agreement with Beale. For the purposes of this research study, then, it is assumed that the present day Melungeons do not maintain a distinctive food behavior--different from other Hancock County residents of comparable income. Thus the Melungeons were not separated out of the random or purposive sampling procedures.

CHAPTER 4

FOOD BEHAVIOR

I. INTRODUCTION

The physical and economic characteristics--present and past--of Hancock County were described (Chapter 3). A short discussion of the food behavior of the past adds, too, to the understanding of the East Tennessee group studied. Documentation of food behavior of this population is scarce. Missionaries, adventurists, anthropologists, novelists and other writers played the major role in recording and describing the culture of the Southern Region, and of the Appalachian mountaineer. It is in those accounts that we find some reference to food behavior.

One writer (Lane, 1956) recalls the Tennessee "vittles" of the past. Breakfasts of fruit and cream, oatmeal, ham and red-eye gravy, biscuits, and grits; dinners of round steak, gravy, mashed potatoes, tomatoes, corn and cobbler; and warmed-over supper were described. How typical this pattern of eating was in East Tennessee was not documented.

Rizk in the late 1950's and early 1960's made numerous contributions on old timey foods, including descriptions of "leather britches" (Rizk, 1959)--how to prepare, string and serve them; preserved vegetables (Rizk, 1962); stack cakes (Rizk, 1962a); gritted cornbread (Rizk, 1963); bean dumplings (Rizk, 1966) and others. Her comments are generalized to the entire Southeastern region.

The Foxfire Book (Wigginton, 1972) and the Foxfire Book 2 (Wigginton, 1973) presented accounts of old timey foods--their preparation and preservation--in greater detail than Rizk's works. These accounts are based generally upon the recollections given in interviews of older Americans now residing in rural Georgia.

Perhaps some of the most widely read literature depicting the life style of the mountaineer; the Southern highlander; or the "hillbilly"; are the works of Kephart (1922), Arnow (1960), Caudill (1962), Weller (1966) and Fetterman (1967). Food behavior is not the central topic of these works, however, it often is described. Kephart (1922) detailed attitudes toward hunting, eating and obesity. His writings are filled with food phrases and terminology as well as descriptions of food supply, preparation methods and customs surrounding food consumption.

"Living off the land" was described, too, by Arrow (1960). He defined the crops, the game, names of foods and entrees, as well as methods of preparation. As with Kephart's work, the discussion of food behavior is integrated throughout the manuscript.

The effects of coal mine employment and subsistence farming on the mountaineer's life style were pictured by Caudill (1962). He described changes in diet that occurred with changes in time, in employment, in wars and depression, and in acceptance of government aid. Caudill defined the food needs of the mountaineer as pork, milk, butter, corn, beans, squash, cushaws, onions, Irish and sweet potatoes and tobacco.

In contrast, Weller (1966) took a dim, pessimistic view--sometimes fatalistic--of the mountaineer and his environment. He mentioned some attitudes toward food. He disparagingly noted "little children are allowed to eat and drink anything that they want." His stated intent was to compare the Southern Appalachian man with the Middle Class American man in personal and family characteristics as well as with relationships with others. The Middle Class American is pictured as the ideal.

The mountaineer's use of food in a setting where "pride and independence (as described by Kephart and Arnow) are eroding," was described by Fetterman (1967). Again, a pessimistic tone pervades the entire volume. Eating is described as merely a survival act. Monotony, drudgery, silence and survival with commodity foods are the words painting the picture of the residents of Stinking Creek.

Two studies in North Carolina (Miller, 1935 and Hagood, 1939) provide perhaps the most definitive information about the role of the homemaker relative to the food behavior of the family. Miller (1935) studied the role of the girl in seven families and their life styles. Hagood (1939) experienced difficulty in describing the diet of the South. "Certain dietary habits have been practiced for so many years that they are not reported explicitly, since anyone would take them for granted." Hagood's attempt did provide more detailed data on the typical dietary of the Southern family than Miller's report. Big breakfasts were routinely eaten. Dinner was in the middle of the day and consisted of as many vegetables as the garden provided. Meat was

not cooked separately. Corn pones and a sweet were never omitted. Supper consisted of the left-over vegetables, hot biscuits and sometimes meat. Hagood's interviewees were better able to describe the nodal Sunday dinner. It was different from the weekday meals and featured a meat, more preferred vegetables, cakes or pies.

Perhaps the most extensive study of the food behavior practiced in the rural Southeast was conducted by Cussler and deGive (1943). Cooperatively, deGive studied the social interrelations and food habits while Cussler defined the cultural sanctions of the food pattern. These two sociologists presented their observations and conclusions in several articles and a book (1952). Their data were collected in one community in North Carolina, South Carolina and Georgia, each. The information obtained about the food supply, food preparation, preservation, consumption, food attitudes, food beliefs and other related food behavior is too extensive to include here.

Researcher's Note

Numerous articles, books, cookbooks and papers could be cited that describe some aspect of the food behavior exhibited in the Southeastern Region in the past. Generalizations about food abound. Most often these comments are made by writers more interested in other aspects of the culture. There is no evidence to support the assumption that food behavior in the past was homogeneous throughout the Southeastern or the Appalachian Regions. The problem, then, is for the researcher, the dietitian, the nutritionist, the home economist, and others interested in food behavior, to sift through the variety of food

terminology presented in the literature; the variety of food preparation methods, the variety of attitudes toward food preparation, preservation and consumption, to isolate data most objective and applicable to their location and purpose.

Hancock County

Documented records of the past food behavior for Hancock County, Tennessee were not available. Some written recollections are available such as "Memories" (Turner, 1970).

Turner described food related events such as popping corn in a hand popper over hot coals; roasting peanuts; and eating limber twig apples. He described the family at the kitchen table and the role of each member at the table. The father sat at the end of the table and was served first by the mother or older sisters. He mentioned "good food" such as shuck beans, ham, chicken, chicken and dumplings, pickled corn and beans, sulfured fruit, cucumbers, hominy, dried peaches, dried apples and even dried pumpkin. He continued with a description of the desserts that "no one could make like his mother." They included gooseberry, apple, peach, rhubarb, grape, cherry, apple, peach, raspberry, blackberry, dewberry and strawberry pies; old fashioned molasses fruit layer cakes and molasses sweet bread. Other recollections included that the table was always well stocked with jams and jellies; Sunday was the day for biscuits and other days hoe cakes were made in the morning; fruit butters were made outside in large copper kettles; corn shuckings were community affairs; and hickory smoke was applied to

hams and bacon to give them good flavor. Oral reports of the same kind can be obtained from many of the elderly residents of the county. So, it is from a base of nostalgic, sentimental and sometimes bitter accounts of food behavior of the past, that a present day study of food behavior was undertaken.

Present

Much research involving descriptions of food consumption, food selection, nutritional adequacy, food preference and attitudes, and food and nutrition knowledge is being conducted in the United States. However, little published data describe food behavior in the Southeast and more specifically, East Tennessee. As an example, Edwards and coworkers (1964) studied food intakes, meals missed and snacks as reported for a 24 hour period by 6,200 teenagers in North Carolina. Abernathy and coworkers (1970) studied the nitrogen-balance of 7-9 year old girls fed foods representing diets of low income Southern families. Their diets contained low levels of meat and meat products, and high levels of dried legumes and cereals.

The dietary habits of 571 pregnant Southern (Middle Tennessee) Negro women were studied by Payton and coworkers (1960). Sixty-five percent of these women reported eating three meals each day. A commonly reported (21.3 percent) breakfast included: meat, eggs, bread and beverage. Others (11.3 percent) reported a breakfast containing cereal, meat, eggs, bread and beverage. Forty-one percent reported eating sandwiches for the noon meal. The evening meal was reported

(by 42.4 percent) to include: meat, starchy food, vegetable and bread. In general a high use of turnip greens and low consumption of fruit were noted.

The effect of the school lunch special milk programs on the future health of school children in Tennessee was studied (Perry and Downen, 1961). In 1955, 44 percent of the Hancock County schools were serving milk. That percentage increased to 45 percent in 1960. In Hancock County, 0.62 half pints per student per day were consumed in 1960, a decrease of 0.20 half pints from 1954.

Schwarzweller and others (1971) described the mountain family in transition (exemplified by mountaineers of Beech Creek, Kentucky). Some attention was given to food behavior. The authors contrasted the folk diet of this generation (the pop bottle, hot dog, white bread and candy bar) to that of the mountaineer of 1942 (hot biscuits, fried sweet potatoes, fat meat, jam, boiled coffee and milk for breakfast; green beans with salt pork, cut corn, baked sweet potatoes and cornbread for dinner; and sweet potatoes, green beans and cornbread left from dinner, fried corn and Irish potatoes, sliced tomatoes, coffee, milk and butter for supper). Modificiations in behavior were noted. For example, as store-bought flour became available, wheat was no longer planted. Food preparation methods, too, were modified when the wood stove was replaced by the gas or electric stove.

Quantitative data about the food consumption for the Southern Region is found in the reports of the Household Food Consumption Survey 1955-56 and 1965-66 for the South (U. S. D. A., 1957 and 1968). Two reports on the Expanded Food and Nutrition Education Program (EFNEP)

(Feaster, 1972; and Feaster and Perkins, 1973) included descriptions of the consumption patterns of participating low income Southern families. The dietary adequacy of some of the Tennessee homemakers participating in the EFNEP was studied by Seiders and coworkers (1972). Kolasa and Bass (1973) presented information about the food behavior of the EFNEP families in Hancock County, Tennessee. As a part of the overall project to describe food behavior in East Tennessee, in this decade, Phillips (1973) studied the food preservation practices of homemakers participating in the Home Demonstrations Clubs or the EFNEP in Hancock County.

Studies comparing food behavior of mothers to their adult-daughters were not found.

There is relatively little documented information available about the food behavior of the people residing in the primary research location of this study. There is much quantitative data about food consumption in the Southern Region. That region, however, encompasses 14 states as well as a variety of ethnic groups. At the outset of this research it was difficult to discern how much of the data from the Southern Region was applicable to the people of Hancock County. This study does not fully describe the food behavior of Hancock Countians but rather defines gross differences in food behavior of mothers and their adult-daughters. As changes in food practices are defined, perhaps the impetus for the change can be defined also. In the attempt to compare food behavior of mothers and their adult-daughters, selected data about food supply, food preparation and consumption and food

attitudes were obtained. This researcher experienced the same data collection difficulty as Hagood in 1939. Dietary practices were so routine they have become habits for many of the respondents. In general, respondents preferred to discuss other topics and were prodded to detail food practices.

II. METHODS AND PROCEDURES

Random Sample Survey

Random sample survey respondents were asked questions about garden and home food supply, grocery shopping and "eating out" practices and their usual meal pattern (Form R, Appendix C). These data were analyzed as outlined (Chapter 2). Random sample survey respondents and field study--mothers were compared to determine if the field study sample was similar to the Hancock County population sampled by the random sample survey or biased by the field study sampling procedures.

Field Study

Each mother generally discussed a wide range of food practices (Forms M-4, -5, -6, -7, -8, -9, -10, -11, -19, -20, -21, -22, -23, -34, -37, Appendix A) throughout the interview process. Each adult-daughter discussed similar food practices (Forms D-3, -4, -5, -6, -7, -8, -9, -17, -18, -19, -20, -21, -33, -36, Appendix B). Data were treated as outlined (Chapter 2). Possible responses were listed. An agreement score was computed for each mother and her adult-daughter(s)

in several categories: food shopping practices, home food supply, food preparation methods, food preparation utensils, usual meal pattern, food product choice, and other food practices. Points were assigned for similar answers.

Food product choice. Each mother and adult-daughter chose one of five food products: canned chicken and dumplings, cornbread mix, sausage pizza mix, raspberry bundt cake mix, and chocolate pudding cups. (Figure 5). The food product was a "thank you" from the researcher to the mother or adult-daughter for her cooperating in the study. In addition, the situation in which the respondent chose one product provided the researcher with an opportunity to observe the respondent making a choice in regard to food. At the outset of the study the bundt cake mix and chocolate pudding cups were not available in five of the Hancock County food markets surveyed. These two products could then be considered "new products" to the respondents, not available in local markets, but perhaps familiar through advertisements. A pizza mix was chosen since many respondents in the preliminary survey indicated they had never tried a pizza and would not be likely to purchase one if they hadn't tried one before. The canned chicken and dumplings and the cornbread mix were familiar foods. Each respondent's product choice, and reasons for choice (if given) were recorded. In later visits, the respondents were asked if they had tried and enjoyed the product (Form M- , Appendix A and Form D- , Appendix B).

Figure 5. Food products of which each field study respondent chose one item as a "thank you" for participating in the study.

III. RESULTS

More than half (65.6 and 66.6 percent, respectively) of the random sample survey respondents and adult-daughters reported being taught to cook by their mother (Table 2). Fewer (36.3 percent) mothers reported the same. Random sample survey respondents, mothers and adult daughters reported (21.9, 27.2 and 0.0 percent, respectively) teaching themselves to cook (Table 2). Random sample survey respondents and adult daughters (6.3 and 6.6 percent, respectively) reported being taught to cook by their husbands. Some random sample survey respondents, mothers and adult daughters (3.1, 27.2 and 20.0 percent) reported being taught how to cook by their mothers as much as they taught themselves.

In discussion with the mothers, many reported that their daughters expressed the desire to learn how to cook "when they could reach the stove standing on a chair." Mothers and adult daughters agreed, in discussions, that daughters expressed the greatest interest in learning how-to-cook between the ages of seven and ten and out of necessity, another interest after the daughters married.

With this background, the shopping practices, home food supply, usual meal pattern, food preparation practices, food consumption practices, food product choice, and other food practices of random sample survey respondents mothers and adult daughters were compared.

Random Sample Survey Respondents

Selected food practices reported by random sample survey respondents are listed (Table 2).

TABLE 2

SELECTED FOOD PRACTICES OF RANDOM SAMPLE SURVEY RESPONDENTS, MOTHERS AND ADULT-DAUGHTERS

Food Practices	Random Sample Survey Respondents		Field Study		
			Mothers		Adult-Daughters
	Percent				
Taught to cook by mother	65.6		36.3		66.6
Food Shopping Practices					
Respondent does most food shopping	50.0		54.5		80.0
Food shop in Sneedville[a]	46.9	*	90.8	**	33.3
Shop at a country store[a]	21.9		36.3		20.0
Shop at a supermarket[a]	40.6	*	90.9		66.6
Shop one time per week	53.1		54.5		60.0
Home Food Supply					
Plant garden	87.5		90.9	*	53.3
Pick fruit	25.0	*	63.6	**	13.3
Have cows	25.0		45.4	**	0.0
Have beef cattle	21.9		18.1		36.6
Have hogs	40.6		45.4		26.6
Have chickens	46.9		45.4	*	6.6
Food Preparation					
Seasons with[a]					
Fat meat	6.3		63.6		60.0
Hydrogenated shortening	50.0	*	9.0		20.0
Oil	18.1		18.1		40.0
Lard	50.1		36.3		13.3
Usual meal pattern changes little from season to season	100.0		100.0		100.0
"Eat out at a restaurant"	34.3		63.6		93.3

[a]Respondents may have supplied more than one answer.

*Significantly different ($p \leq 0.05$) by Chi Square Analysis or Fisher's Exact, or by Phi Coefficient and Chi Square Test for significance.

**Significantly different ($p \leq 0.01$) by Phi Coefficient and Chi Square Test for significance.

Food shopping practices. Most respondents did their own food shopping, in Sneedville, at the supermarket. Most shopped one time per week, though many commented they "ran to the store when they ran out" of a needed item. Respondents provided a variety of reasons for shopping at a particular store (Table A-2, Appendix F).

Home food supply. Most (87.5 percent) respondents planted a vegetable garden last year. Respondents named 19 different food items grown in their gardens (Table A-3, Appendix F). Only one-fourth of the sample picked fruit last year. Apples were named most often (18.8 percent). One-fourth of the sample kept a milk cow, but only 18.8 percent reported making butter. A small percentage (21.9 percent) kept a beef cow. About the same number of respondents (40.6 and 46.9 percent, respectively) kept hogs and chickens for home consumption.

Food preparation. Random sample survey respondents were asked few questions relating to food preparation. Half of the respondents seasoned foods with hydrogenated shortening and/or lard (Table 2). All respondents indicated that their usual meal pattern changed little from season to season (Table 2). And few (34.3 percent) reported eating out at a restaurant on a regular basis.

Usual food pattern. Foods most often reported as usually eaten are listed (Table 3). A more detailed listing was compiled (Table A-4, Appendix F). Fifteen breakfast, 14 dinner and 11 supper foods were named.

TABLE 3

FOODS REPORTED AS "USUALLY EATEN" BY THE RANDOM SAMPLE SURVEY RESPONDENTS, MOTHERS AND ADULT-DAUGHTERS

Random Sample Survey Respondents		Field Study			
		Mothers		Adult-Daughters	
Food	Percent	Food	Percent	Food	Percent
Breakfast		**Breakfast**		**Breakfast**	
Coffee	75.0	Coffee	81.8	Coffee	60.0
Biscuits	46.9	Biscuits	54.5	Egg	40.0
Egg	43.8	Jelly	54.5	Jelly	40.0
Jelly	34.4	Egg	45.4	Toast	40.0
Gravy	34.4	Bacon	36.3	Biscuits	26.6
Bacon	25.0	Butter	36.3	Cereal	26.6
		Gravy	27.2		
Noon Meal		**Noon Meal**		**Noon Meal**	
Cornbread	68.8	Cornbread	72.7	Coca Cola	53.3
Beans	53.1	Vegetables	72.7	Sandwich	46.6
Potatoes	43.8	Potatoes	54.5	Potatoes	33.3
Vegetables	34.4	Beans	45.4	Seven foods, each	20.0
Milk	31.3	Milk	45.4		
		Corn	36.3		
Supper		**Supper**		**Supper**	
Noon leftovers	43.8	Milk	72.7	Milk	66.6
Milk	37.5	Noon leftovers	63.6	Cornbread	66.6
Vegetables	28.1	Cornbread	36.3	Vegetables	60.0
Water	25.0			Potatoes	53.3
Cornbread	21.9			Beans	53.3

Field Study and Comparison with Random Sample Survey Respondents

Food shopping practices. Most mothers (54.5 percent) did their own food shopping (Table 2, page 52). Almost all (90.9 percent) shopped in Sneedville with about half (45.4 percent) reporting an occasional trip to Morristown (Table A-2, Appendix F). Most mothers "traded" at the supermarket because it was close, had variety or fresh food. Most mothers shopped one time per week but not on any particular day. Less than half of the mothers relied on the food market for more than half of their food supply in either the winter or summer (Table A-5, Appendix F).

In general, the random sample survey respondents and field study mothers reported similar food practices (Table 2). The data and field notes suggest the random sample survey respondents were more reluctant to name a merchant in the casual interview.

More adult-daughters than mothers (80.8 percent) were doing their own grocery shopping (Table 2). Due, for the most part, to relocation, the adult-daughters conducted their shopping in a wider variety of stores, and places (Table A-2, Appendix F). Adult-daughters valued a grocery store because it had lower prices, variety, fresh food or was convenient (Table A-2, Appendix F). Most adult-daughters shopped on Friday or Saturday (Table A-5, Appendix F). More than half of the adult-daughters relied on the food market for more than half of their food supply in both the winter and summer (Table A-5, Appendix F).

Selected food shopping practices of mothers and adult-daughters were compared (Tables 2, and A-2 and A-5, Appendix F). Significant

differences were determined for only a few shopping practices. Agreement scores for food shopping practices ranged from 1.0 to 13.0 (mean of 7.6), indicating much variation in food shopping practices due to individual behavior.

Home food supply. Almost all (90.0 percent) mothers planted a vegetable garden last year (Table 2, page 52). Twenty different foods were grown (Table A-3, Appendix F). More than half (63.3 percent) of the mothers picked fruit, particularly apples (Table 2). Nearly half the mothers owned a milk cow and chickens and fattened a hog. A smaller percentage (18.1 percent) kept beef cattle for home use.

The random sample survey respondents and mothers were similar (Table A-3, Appendix F) in their gardening practices. However, more mothers ($p \leq 0.01$) than adult-daughters picked fruit. The random sample survey respondents and mothers were similar in ownership of milk cows, hogs and chickens.

About half (53.3 percent) of the adult-daughters planted gardens last year (Table 2). Fewer ($p \leq 0.05$) adult-daughters than mothers planted gardens. A smaller percentage ($p \leq 0.01$) of adult daughters (13.3 percent) picked fruit. No adult-daughter maintained a milk cow ($p \leq 0.01$). Few adult-daughters kept chickens ($p \leq 0.05$). Mothers and adult-daughters, however, were similar in their ownership of hogs and beef cattle for home use.

The agreement scores for home food supply ranged from 0.0 to 21.0 (mean of 8.46). Much of the variation can be explained because

many adult-daughters resided in places with no room for a garden or livestock.

Food preparation practices. Random sample survey respondents were asked three questions about food preparation. These data reflect individual variations (Table 2, page 52).

Mothers and adult-daughters discussed briefly a wide range of preparation practices (Table A-6, Appendix F). The most relevant findings to this study were that more adult-daughters ($p \leq 0.05$) prepared only one meal each day. In general, the mothers and adult-daughters spent about the same amount of time in meal preparation for each meal.

In general, adult-daughters reported that they preserved less food than did their mothers. This modification in behavior follows the decline in gardens reported by the adult-daughters. A large number of both mothers and adult-daughters viewed food preservation as a means of saving money. All mothers reported preserving more food by freezing than did their mothers. A decline in preservation by drying of food was reported by mothers and continues with adult-daughters.

Mothers and adult-daughters were asked to detail preparation methods for foods frequently eaten (Table A-7, Appendix F).

Since most adult-daughters (66.6 percent) reported being taught to cook by their mother, some similarity of preparation methods was expected and computed for mothers and adult-daughters. Variations may be due in part to incomplete description of preparation methods or seasoning used by mothers or adult-daughters. The most stable trend

appears, again, in the preservation of food. Fewer adult-daughters made jelly or jam, canned tomatoes, or made sauerkraut ($p \leq 0.05$) last year.

Agreement scores for food preparation methods ranged from 18.0 to 30.0 (mean of 24.6, Table 4). The low score was made by an unmarried adult-daughter who is currently attending college.

Mothers and adult-daughters were asked to identify the utensils they used in the preparation of food (Table A-8, Appendix F). About half (54.5 and 53.8 percent, respectively) of the mothers and adult-daughters indicated a desire to own more kitchen utensils. Adult-daughters owned 10 and 30 utensils (mean of 20.2) and mothers between 8 and 31 utensils (mean of 20.7). Adult-daughters reported buying utensils and receiving them as wedding presents. Mothers reported buying utensils and receiving them as Christmas and birthday presents from their children. The agreement score for utensils ranged from 14.0 to 26.0 (mean of 20.0).

Food consumption practices. The food pattern reported as "usually eaten" by mothers is presented (Table 3, page 54). It is similar to the pattern reported by the random sample. The food pattern reported as "usually eaten" by adult-daughters also is listed (Table 3). Adult-daughters tended to report the same breakfast and supper patterns. The noon meal pattern appeared to be different for mothers and adult-daughters. A carbonated beverage and sandwich appear to have replaced vegetables, cornbread and milk in the adult-daughter's pattern.

TABLE 4

MOTHER AND ADULT-DAUGHTER AGREEMENT SCORES FOR SELECTED FOOD PRACTICES

Respondent[a]	Food Shopping Practices	Home Food Supply	Food Preparation Methods	Food Preparation Utensils	Number of Utensils	Usual Meal Pattern	Food Product Choice	Other Food Practices	Total
1M	--	--	--	--	23	--	--	--	--
1AD1	6.5	0.0	21.0	18.5	20	5.0	4.0	31.0	86.0
1AD2	12.0	21.0[b]	22.0	--	23[b]	5.0	4.0	41.5	105.5
2M	--	--	--	--	8	--	--	--	--
2AD1	7.0	12.0	26.5	22.5	10	5.0	1.0	34.5	109.5
3M	--	--	--	--	12	--	--	--	--
3AD1	9.5	10.0	22.5	20.0	22	8.0	4.0	42.5	116.5
3AD2	7.0	7.0	24.0	23.0	10	6.0	2.0	41.0	110.0
4M	--	--	--	--	21	--	--	--	--
4AD1	8.0	16.0[b]	27.0	15.0	21	6.0	3.0	38.0	113.0
4AD2	7.5	2.0	27.0	17.0	19	5.0	3.0	42.5	104.0
5M	--	--	--	--	16	--	--	--	--
5AD1	13.0	14.0[b]	28.0	--	16[b]	12.0	2.0	43.0	112.0
6M	--	--	--	--	22	--	--	--	--
6AD1	9.0	5.0	27.5	20.0	30	4.0	5.0	36.5	107.0
7M	--	--	--	--	25	--	--	--	--
7AD1	1.0	12.0	30.0	23.0	27	9.0	4.0	36.5	115.5
8M	--	--	--	--	31	--	--	--	--
8AD1	9.5	10.0	27.5	21.0	22	7.0	3.0	40.0	114.0
9M	--	--	--	--	19	--	--	--	--
9AD1	6.5	2.0	24.5	17.0	24	6.0	5.0	32.5	93.5

TABLE 4 (continued)

Respondent[a]	Food Shopping Practices	Home Food Supply	Food Preparation Methods	Food Preparation Utensils	Number of Utensils	Usual Meal Pattern	Food Product Choice	Other Food Practices	Total
10M	--	--	--	--	26	--	--	--	--
10AD1	9.0	10.0	22.5	26.0	27	2.0	3.0	36.5	109.0
10AD2	9.0	5.0	26.5	23.0	22	3.0	3.0	31.5	101.0
11M	--	--	--	--	25	--	--	--	--
11AD1	9.5	1.0	18.0	14.0	13	0.0	4.0	27.0	79.5

[a]"M" designates mother; "AD" designates adult-daughter.

[b]Mother and adult-daughter share indicated item.

Mothers reported 14 breakfast, 14 dinner and 9 supper foods and beverages. Mothers and the random sample survey respondents differed only in their reported use of vegetables at the noon meal ($p \leq 0.05$).

More mothers than adult-daughters reported the use of bacon ($p \leq 0.05$) at breakfast; cornbread and vegetables ($p \leq 0.01$) at dinner; and noon left-overs ($p \leq 0.05$) at supper. More adult-daughters than mothers reported the use of sandwiches ($p \leq 0.05$) at noon and beans ($p \leq 0.05$) at supper meals.

Mothers and adult-daughters were asked more questions about their food consumption (Table A-9, Appendix F). More mothers preferred drinking sour (buttermilk) and cow's (raw) milk ($p \leq 0.05$) than adult-daughters. More mothers ($p \leq 0.05$) than adult-daughters named breakfast as their favorite meal of the day.

Agreement scores for the usual meal pattern ranged from 0.0 to 12.0 (mean of 5.9). The high score was made by an adult-daughter residing with her mother; the low score by the adult-daughter living at college. Agreement scores for some of the other food consumption practices have been combined with other practices and is reported in a later section.

Food product choice. Most mothers (81.8 percent) and adult-daughters (60.0 percent) selected the raspberry bundt cake mix. More adult-daughters (33.0 percent) ($p \leq 0.05$) than mothers (6.0 percent) selected the sausage pizza. More mothers (18.1 percent) than adult-daughters (6.6 percent) selected the chocolate pudding cups. No mothers

or adult-daughters selected the cornbread mix or canned chicken and dumplings. For the most part, the respondents were eager to choose a product. Only a few debated between products. After a time period of at least two weeks 72.7 percent of the mothers and 80.0 percent of the adult-daughters had tried the food product. An agreement score was derived for the product chosen and behavior exhibited in the selection and use of the product. Agreement scores ranged from 1.0 to 5.0 (mean of 3.3).

Other food practices. Selected child feeding practices (Table A-10, Appendix F) were discussed by mothers and adult-daughters. Mothers often protested that it was difficult to talk about their child feeding practices since it was many years ago. More ($p \leq 0.001$) mothers than adult-daughters breast-fed their babies. In general mothers recalled feeding their babies food from the table, in particular mashed potatoes and gravy. More adult-daughters than mothers ($p \leq 0.05$) fed their babies prepared cereal or other baby foods. More adult-daughters than mothers ($p \leq 0.05$) relied on the advice of physician on how-to-feed their baby. Permissiveness in child feeding practices as described by others (Hagood, 1939; Cussler and deGive, 1952) was reported by mothers and adult-daughters. Few mothers and no adult-daughters required children to eat all food on the plate. Many allowed the children to choose their own food. No mother or adult-daughter punished children by refusing them food. A few reported rewarding good behavior with foods like candy, cookies and soda pop.

A few attitudes toward food practices were discussed by mothers and adult-daughters (Table A-11, Appendix F). It was beyond the scope of this study to examine the role of the male head of household in defining the family's food behavior. The mothers and adult-daughters were asked, however, if they tried to prepare the foods their husband liked. More mothers (81.8 percent) than adult-daughters (46.6 percent) replied yes. Later, when respondents were asked if they believed the adage "the way to a man's heart is through his stomach," 72.7 percent of the mothers and 46.6 percent of the adult-daughters replied yes.

In general discussion, mothers and adult-daughters were asked what they were doing about the rising cost of food. Most of the respondents shrugged; only a few offered specific changes in behavior. Several mothers indicated they had planted a larger garden, preserved more food as well as bought less meat. Only three adult-daughters reported taking any action. One reported preserving more food. The other two adult-daughters reported an attempt to purchase less expensive food.

Agreement scores for several food preparation practices were combined with scores for practices listed above and termed "other food practices" agreement score. Scores ranged from 27.0 to 43.0 (mean of 36.9).

The separate food practices agreement scores discussed in the preceding sections were tallied for each mother and adult-daughter pair (Table 4, page 59). Individual total agreement scores were related to two other responses by the adult-daughters: person who was

major influence in teaching adult-daughter to cook and reported similarity of adult-daughter's and mother's meal pattern (Table 5). Though the adult-daughter with the lowest total agreement score also reported that her meal pattern was not similar to her mother's meal pattern, no overall relationship among these variables was demonstrated.

IV. DISCUSSION AND SUMMARY

The food behavior as observed in Hancock County appeared largely routine but more than the survival act described by Fetterman (1967). Elements of transition in food behavior discussed by Schwarzweller and coworkers (1971) were evident. Much of the food behavior viewed with nostalgia has all but disappeared. Few people make molasses, stir fruit butters in copper kettles, meet for corn shuckings, molasses stir-offs and bean stringing parties. The wood stove has almost completely been replaced by the electric range.

The usual meal pattern of the Hancock County respondents contains some foods described in the literature reviewed above but never contained all items listed. The noon meal appeared to be becoming smaller if not skipped entirely. However, the usual meal pattern reported by mothers and adult-daughters and the random sample survey respondents and its basic food components (coffee, biscuits, gravy, eggs, fat meat, beans, cornbread, vegetables, potatoes and milk) have changed little from the reports in the literature. The sandwich and carbonated beverage, however, seem to be making an inroad into the usual meal pattern of the adult-daughter.

TABLE 5

TOTAL FOOD PRACTICE AGREEMENT SCORE, ADULT-DAUGHTER'S COOKING TEACHER AND REPORTED SIMILARITY OF ADULT-DAUGHTER'S MEAL PATTERN TO MOTHER'S MEAL PATTERN

Total Food Practice Agreement Score[a]	Cooking Teacher	Similarity of Mother's and Adult-Daughter's Meal Patterns
116.5	Sister	Similar
115.5	Self and Mother	Similar
114.0	Mother	Very Similar
113.0	Mother	Similar
112.0	Mother	Very Similar
110.0	Mother	Similar
109.5	Husband	Not Similar
109.0	Mother	Very Similar
107.0	Mother	Very Similar
105.5	Mother	Very Similar
104.0	Mother	Very Similar
101.0	Self and Mother	Similar
93.5	Mother	Very Similar
86.0	Mother	Very Similar
79.5	Self and Mother	Not Similar

[a]Agreement scores ranked from highest to lowest.

Viewed as two groups--mothers and adult-daughters--the food practices studied above were generally similar. However, much individual variation was apparent in the comparison of food practices of each mother and her adult-daughter(s). While no single influence prepared the adult-daughter for her varied roles in the family's food behavior, in most cases (86.6 percent) the mother was named as the teacher of cookery methods. These data cannot define the food practices transmitted from mother to adult-daughter, but only denote similarities and differences in reported food behavior.

While all mothers reported attempting to teach their daughter how-to-cook, mothers indicated their daughters were most interested in learning to cook between the ages of seven and ten. Later the daughters lost the interest not revived until the daughter married, at about age 18. Many adult-daughters said they copied the food behavior of their mother when they first married, particularly if no other reference point was available. Many adult daughters reported calling their mothers for recipes and advice in cooking when first married. They turned, however, to the physician for advice in child feeding practices. Further study of this age-food interest relationship and the effectiveness of food and nutrition education at these times is indicated.

It becomes increasingly obvious that more than the mother's food practices and teaching influence become important in determining the adult-daughter's food behavior. Out-migration of the adult-daughter's family and changes in occupation appeared to instigate change. A trend begins to emanate from the data reported in this chapter.

As the adult-daughters moved from Hancock County, or became employed, or their husbands were employed in occupations other than farming, adult-daughters planted fewer gardens, and kept less livestock. Smaller and fewer gardens, in turn, meant the adult-daughters spent less time in food preservation. Perhaps some food handling skill is lost in this behavior modification. Several adult-daughters did not know how to can, pickle, or freeze food. They indicated their mothers had stressed education rather than domestic duties.

The resulting diminished home food supply and greater mobility thrusts the adult-daughter into the food market. Armed with little consumer buying knowledge the adult-daughter is exposed to a greater variety of foods. Fewer vegetables and less milk were reported in the adult-daughter's usual meal pattern than in the mother's pattern. A smaller preference for sour milk and cow's milk was reported by the adult-daughters than mothers. In addition, the adult-daughter began to choose her food market by food prices rather than other qualities or services.

As fewer husbands farmed or more adult-daughters were employed, fewer adult-daughters than mothers reported preparing two or three meals each day. Fewer adult-daughters than mothers, too, reported trying to prepare the foods that their husbands liked. Further study of this apparent attitude change and its effect on the family's food behavior is indicated. By design or necessity, more adult-daughters than mothers spent less time in food preparation. Fewer adult-daughters than mothers owned and used pressure cookers and churns. Though the

adult-daughters in this study did not report owning and using more kitchen utensils than their mothers, most mothers reported acquiring many of the "modern" kitchen utensils only in the last few years.

Food disposal practices, too, are changed as families did not maintain animals or adult-daughters prepared only one meal per day. Adult-daughters must store or dispose of left-over food. Many adult-daughters reported "throwing out" left-overs because either they or their husbands did not like "warmed over food." In view of rising food costs and impending world food shortages, this attitude deems further study.

Many mothers reported planting larger gardens, preserving more food and keeping more livestock when faced with rising food prices. Few adult-daughters appeared as self-sufficient. Most adult-daughters described a "grumble and accept" attitude toward rising food costs.

Perhaps a study of changes in beliefs and values in relation to changes in food behavior might better define the role of the mother in the transmission of food behavior. The problem of defining how each generation learns its food behavior becomes increasingly complicated.

CHAPTER 5

FOOD PREFERENCES

I. INTRODUCTION

Food Preference Studies

The role of the mother in the transmission of food behavior is of interest throughout this study. Here, the specific area of food preference is discussed. Several researchers have investigated the influence of parental food attitudes upon the food attitudes of children. Stare and Trulson (1966) discussing the implantation of food preferences noted that the attitudes and prejudices of the mother toward food are likely to be mirrored in the child. Cussler and deGive (1952), too, suggested that the favorite food of the mother is more often preserved than that of the father.

Bryan and Lowenberg (1958) found little agreement between food attitudes of fathers and their children. Food attitudes of 61 children, enrolled in nursery school, toward 36 foods were reported by their mothers. The fathers were interviewed to determine if they "liked," "accepted," or "refused" the same foods as their children. Only six children in this Pennsylvania study were in good agreement with their father's overall reaction to the foods listed. Twenty were in fair and thirty-five in poor agreement.

James (1961) found a positive relationship exists between food attitudes of parents and their children. Forty-one Alabama first-graders

and their parents reacted to a list of 50 foods and beverages. Each parent completed a self-administered questionnaire checking "like," "accept," "refuse" or "never tasted" for each food. The children were interviewed. No overall significant differences in attitude similarities of mother-father-child, mother-child, or father-child were determined.

Sanjur and Scoma (1971) supported the assumption that foods unfamiliar or disliked by parents would be unfamiliar to the child. One hundred forty-nine Negro New York low income mothers evaluated their preschool child's attitudes toward 50 food items. A correlation coefficient measured agreement for selected items by both mother and child. High agreement was determined for fluid milk and ice cream, collard greens and sweet potatoes and low agreement for cottage cheese, skim milk, squash and broccoli. An overall high agreement was found for meat, breads and cereals.

In the review of literature studies comparing food preferences of the parent to their adult-child were not found. This type of study might be useful in supporting or negating the assumption that food habits developed as a child persist throughout life.

Exposure to Food

Walker and coworkers (1973) attempted to define factors which influence the acceptance or rejection of fruits and vegetables. They studied students (9-12 and 13-17 years old) and parents (primarily mothers) in three locations (Philadelphia, Peoria and Atlanta). It

appeared that exposure to foods within and outside the home at various stages of life, under many different conditions influences acceptance significantly.

Moore and coworkers (1970) studied 20 families and suggested that the family meals were either planned around the likes and dislikes of the male head of the household or that he ate with little question. Moore and coworkers (1970) and Bryan and Lowenberg (1958) suggest that the greatest influence the father may exert on the food preferences of his children is in the limitation of the variety of foods presented in the home.

Glaser (1964) studied an influence outside the home--the nursery school. Forty-three families whose children attended nursery school and thirty-nine whose did not attend responded to a mailed questionnaire about children's food acceptance. In general, the food acceptances acquired in nursery school carry over to home. Glaser (1964) supported the assumption that a child's food acceptance is determined in part by what is offered in the home.

In the present study, general food preferences for the random sample survey group were determined. A more extensive food preference for each respondent in the field study was determined. Attitudes toward foods held by the mother and the adult-daughter were compared. An attempt to define outside exposure to foods also was made.

II. METHODS AND PROCEDURES

Random Sample Survey

Respondents were asked to report if they "liked," "will eat," "don't like," or "never tasted" each of eighteen foods and beverages read to them by the interviewer. The foods are listed (Table 6). Absolute frequency and relative frequency (percent) were determined for each response. The relative frequency of the random sample survey was compared to a score computed for the same groups of foods studied in the field study. Chi Square of Fisher's Exact tests were computed to determine differences between the random sample survey respondents and field study-mothers.

Field Study

Mothers. Each mother responded "like," "will eat," "don't like," or "don't know or never tasted" to a minimum 183 foods, beverages and spices (Forms M-12, -13, -14, -15, -16, -17, -18, Appendix A) read to them by the interviewer.

The collection of these data was tedious both for the interviewer and respondent. One-third to one-half of the food list was completed at each interview session. Each time a mother responded "dislike" the reason behind the negative attitude was sought.

In addition, four mothers were quizzed about the frequency of consumption of each food. Even with probing by the interviewer complete data were not obtained. The mothers found these questions

TABLE 6

PERCENT LIKE AND DISLIKE OF SELECTED FOODS BY THE RANDOM SAMPLE SURVEY RESPONDENTS AND FIELD STUDY SAMPLE--MOTHERS

Food	Like		Dislike	
	Random Sample Survey Respondents	Field Study Mothers[a]	Random Sample Survey Respondents	Field Study Mothers[a]
	Percent			
Potatoes	93.8	100.0	3.1	0.0
Green beans	90.6	100.0	6.3	0.0
Fruit	90.6	81.8	9.4	0.0
Greens	90.6	90.9	6.3	0.0
Pork	87.5	100.0	6.3	0.0
Beef	87.5	81.8	12.5	18.1
Soupbeans	81.3	90.9	15.6	0.0
Coffee	81.3	100.0	15.6	0.0
Fish	78.1	72.7	18.8	45.4
Sodas (carbonated beverages)	78.1	90.9	15.6	0.0
Squirrel	75.0	45.4	18.8	45.4
Cereal	75.0	54.5	12.5	0.0
Milk	68.8 ***	100.0	21.9	0.0
Sweets	68.8 ***	100.0	6.3	0.0
Eggs	68.8 ***	100.0	25.0	18.1
Tea	56.3	72.7	37.5	27.2
Cheese	53.1	54.5	37.5	45.4
Pizza	18.8	45.4	78.1	54.5
Ground hog	18.8	18.1	81.3	72.7
Possum	12.5	9.0	81.3	63.6

[a]Composite scores were computed for potatoes, fruit, greens, pork, beef, soupbeans, fish, cereal, sweets, eggs.

***Significantly different ($p \leq 0.001$) by Chi Square Analysis or Fisher's Exact Test.

boring and irritating. They were, in general, unable to articulate how frequently they consumed each food. The frequency questions were deleted from the remaining interviews.

Adult-daughters. The same food list was read to each adult-daughter. In addition, the adult-daughter's interview schedule (Forms D-10, -11, -12, -13, -14, -15, -16, Appendix B) were coded for the foods her mother did not like or never tasted. If the adult-daughter responded she liked or disliked any of the coded foods, she was asked to identify where and when she had been exposed to the food.

Analysis. Percentages for each response (like, will eat, don't like, don't know or never tasted) were computed for each food for the entire field study sample, for all the mothers, for all the adult-daughters and for each mother and each adult-daughter. The Phi Coefficient and Chi Square Test for significance were computed to determine association and difference between mothers' and adult-daughters' food preferences, as a group.

An agreement score (percent) was computed for each mother and her adult-daughter(s). One point was assigned for each mother's response identical to the adult-daughter's response. The points were totaled and divided by the total number of foods studied in each case.

Lists of foods most liked, least liked and most often cited as never tasted or don't know were tallied for the total field study sample, for the mothers and for the adult-daughters.

III. RESULTS

Random Sample Survey

Table 6, page 73, lists the foods in order of the preferences of the random sample survey. The two food attitudes "like" and "dislike" of the random sample survey respondents and the field study mothers are compared. Only two food items were rated "will eat" by more than 10 percent of the random sample survey respondents--cereal (12.5 percent) and sweets (25.0 percent). Two foods were rated "will eat" by more than 10 percent of the field study-mothers--cereal (45.4 percent) and fruit (18.1 percent).

Only one food item was rated "don't know or never tasted" by more than 10 percent of the random sample survey respondents--pizza (37.5 percent). While two foods were rated "don't know or never tasted" by the field study-mothers--possum (27.2 percent) and ground hog (9.0 percent).

In general, the food preferences of the random sample survey respondents were similar to the field study-mothers. Differences in preferences for sweets and eggs ($p \leq 0.01$) may be attributed to the technique used for determining field study-mothers preferences. In response to the question "do you like eggs" a random sample survey respondent may think of the one egg preparation method she likes and say "yes, I like eggs." The field study respondents were quizzed about several different egg preparation methods. The composite score may provide a better indication for overall preferences for a category of

food. Differences in preferences for pizza and squirrel approached significance at 0.05 level and may be due to individuality or exposure to these foods. However, the available data do not explain these differences.

Field Study

Overall food preferences. The total field study sample had a mean of 71.6 percent "like" responses; 1.6 percent "will eat" responses; 20.7 percent "don't like" responses; and 8.7 percent "don't know or never tasted" responses. The ranges were: "like"--49.4 to 92.3 percent, "will eat"--0.0 to 7.5 percent; "don't like"--1.7 to 43.5 percent; and "don't know or never tasted"--0.5 to 22.8 percent. Much individual variation is reflected in these percentages.

One hundred twelve food items received a "like" response (Table A-12, Appendix G) from at least 70 percent of the total sample. The other foods included in the preference list and their ratings also are listed (Table A-12, Appendix G).

Few respondents rated foods "will eat." Only 55 food items received this rating. The highest percentages were: 15.3 percent for soda pop and 11.5 percent each for vinegar pie and custard.

Foods that received the highest percentage of "don't like" responses are listed (Table 7). Wild game, variety meats and vegetables dominate this list. When respondents were asked to describe their dislike for a specific food they could rarely identify a reason other than "I don't like the taste or flavor."

TABLE 7

FOODS MOST OFTEN RATED "DON'T LIKE" BY MOTHERS AND ADULT-DAUGHTERS

Food Rated "Don't Like"	Field Study		
	Mothers		Adult-daughters
	Percent		
Snuff	72.7		86.6
Tobacco	80.7		81.8
Sardines	72.7		73.3
Ground hog	45.4		73.3
Beef liver	54.5		60.0
Brussel sprouts	45.4		53.3
Head cheese/souse meat	27.2	*	66.6
Livermush	27.2	*	66.6
Spinach	45.4		53.3
Asparagus	45.4		46.6
Broccoli	45.4		46.6
Frankfurters (hot dogs)	45.4		46.6
Possum	45.4		46.6
Rabbit	45.4		46.6
Squirrel	45.4		46.6
Garlic	45.4		40.0
Parsnips	27.2		53.3
Prune juice	36.3		46.6

*Significantly different ($p \leq 0.05$) by Phi Coefficient and Chi Square Test for significance.

Foods most often rated "don't know or never tasted" are listed (Table 8). Observations recorded in field notes would indicate respondents recognized but had never tasted possum, raccoon, turtle, venison and whipped topping whereas kumquats, scrapple, salami, nectarines and chess pie were completely unfamiliar. Some indicated they would not eat possum if given the opportunity. The term venison was unfamiliar to many, however, deer meat was recognizable. The term vinegar pie was recognized by about half the respondents. Vinegar pie was reported as a food prepared by a grandmother many years ago. Other terms not recognized by some respondents included: Tang, gelatin dessert, mashed potatoes, banana pepper, green pepper, hard cooked egg, wild fowl, frankfurthers, head cheese, livermush and soda pop. The interviewer attempted to describe the foods as: a dried orange drink powder purchased in a glass jar; jello; mild pepper; sweet pepper; hard boiled egg; wild birds like quail; hot dogs; souse meat; a food much like souse meat but prepared with only the hog's liver; "dopes" or drinks like Coke, Pepsi, Mountain Dew or Orange; respectively. Such explanations often brought positive recognition of the particular food. It should be noted that the interviewer often did not recognize food terminology used by the respondents and inquired about their meaning.

Food preferences--mother and adult-daughter comparisons. In general the food likes of the mothers and adult-daughters follow the pattern listed (Table A-12, Appendix G). The mother and adult-daughter

TABLE 8

FOODS MOST OFTEN RATED "DON'T KNOW" OR "NEVER TASTED" BY MOTHERS AND ADULT-DAUGHTERS

Foods "Don't Know" or "Never Tasted"	Field Study		
	Mothers		Adult-daughters
	Percent		
Kumquats	81.8		86.6
Scrapple	72.7		86.6
Vinegar pie	54.5	*	93.3
Salami	63.6		66.6
Nectarines	63.6		40.0
Possum	27.2	*	66.6
Raccoon	27.2	*	66.6
Turtle	54.5		46.6
Venison	45.4		53.3
Chess pie	45.4		40.0
Whipped topping	63.6		26.6

*Significantly different ($p \leq 0.05$) by Phi Coefficient and Chi Square Test for significance.

samples were in very good agreement, liking 77 food items and in good agreement liking 48 of the same food items.

Agreement was fair for 31 items. Twenty to 29 percent more mothers than adult-daughters liked rabbit, squirrel, livermush, bran cereal, rice, chicken and dumplings, pineapple, rhubarb, vinegar pie, milk, custard, Great white Northern beans, 'kraut, cressie greens, mustard greens, field peas, cucumbers, parsnips, pumpkin, sweet potatoes, turnips, squash and bass.

Poor agreement was noted for 16 food items. Thirty to 50 percent more mothers than adult-daughters liked poke sallat, corned beef, head cheese, cream of wheat, dewberries, huckleberries, navy beans, dock, turnip greens, green peas, cushaw and ground hog. While 30 to 50 percent few mothers than adult-daughters liked apricots, whipped topping and meat balls/meat loaf.

The foods most often rated "don't like" by mothers and by adult-daughters are listed (Table 7, page 77). Differences ($p \leq 0.05$) were determined for head cheese/souse meat and livermush. Mothers and adult-daughters provided 17 and 15 reasons, respectively, for disliking foods (Table 9).

Foods most often rated "don't know or never tasted" by mothers and adult-daughters are listed (Table 8, page 79). Differences ($p \leq 0.05$) were determined for vinegar pie, raccoon and turtle.

The mothers liked between 60.8 and 88.8 (mean of 75.3) percent of the foods; will eat between 0.0 and 6.4 (mean of 1.3) percent of the foods listed; and did not know or never tasted between 2.3 and

TABLE 9

REPORTED REASONS AND FREQUENCY REASONS WERE CITED FOR MOTHERS AND ADULT-DAUGHTERS DISLIKING FOOD ITEMS

	Field Study			
	Mother (N = 11)		Adult-Daughter (N = 15)	
Reason for Dislike	Food	Frequency	Food	Frequency
Spicy	Pizza	3	Pizza, salami, corned beef	1 each
	Salami	1		
Sour	Apples, huckleberries, kumquats, plums, rhubarb, grapefruit juice, pickles	1 each	Grapefruit juice	2
			Huckleberries	1
Artificial flavor or too sweet	Hawaiian Punch	2	Hawaiian Punch	1
	Tang, molasses cake	1 each		
Don't like chocolate	Brownies	2		
Strong	Garlic	3	Brussel sprouts, cloves	2 each
	Brussel sprouts	2	Cauliflower, collards, kale, turnip greens, parsnips, corned beef	1 each
	Broccoli, cauliflower, collards, rabbit, squirrel, raccoon, venison, pork liver	1 each		
Salty	Tuna	1		
Dry	Turkey	2		
	Raccoon, venison	1 each		
Hard	Pears, radishes	1 each		
Seeds	Raspberries	1	Blackberries, dewberries	1 each
Greasy	Head cheese	3	Duck	2
Slick	Gelatin, sardines	1 each		

TABLE 9 (continued)

	Field Study			
	Mother (N = 11)		Adult-Daughter (N = 15)	
Reason for Dislike	Food	Frequency	Food	Frequency
Smell	Sardines	1	All fish	2
Disgust or nasty	Possum	3	Possum	5
	Frog legs, ground hog, squirrel	1 each	Frog legs, ground hog	2 each
Ate too much of it or "burned out"	Pudding, potato salad, bologna, frankfurters	1 each	Pineapple, all beans, chicken, chicken livers, frankfurters	1 each
Calories or fattening	Whipped topping, ice cream	1 each		
"Makes me sick" or "hurts me"	Onions	2	Watermelon, cheese, pizza, grapefruit juice, onion, pepper, vegetable soup	1 each
	Pineapple, pecan pie, head cheese	1 each		
"Hurts stomach" or "sours on stomach"	Watermelon	2		
	Oranges, prune juice, chili, bologna, frankfurters	1 each		
Poisons kidneys	Tomato juice, vegetable soup	1 each		
Taste of mayonnaise			Potato salad	2
Stringy			Rhubarb	1
			Celery	2
Mushy			Cantaloupe	1
Bones			Sardines	1
"Feel of it" or texture			Squash, beef liver, cream of wheat	1 each
Forced to eat as child			All green vegetables	2

22.8 (mean of 9.9) percent of the foods listed. The adult-daughters had a narrower range of food likes--between 49.4 and 92.3 (mean of 68.9) percent of the foods listed and will eat between 0.0 and 7.6 (mean of 1.8) percent of the foods. They disliked more foods--between 7.1 and 43.5 (mean of 20.7) percent. They appear to have a slightly greater exposure to foods not knowing or never tasting between 0.5 and 14.7 (mean 7.9) percent of the foods listed. The trend of the child knowing more foods than the parent is reversed from that reported in the literature of mothers and young children.

Food preferences--individual mother and adult-daughter comparisons. Percentages for each response for each mother and each adult-daughter and agreement scores were computed (Table 10). Agreement scores ranged from 41.1 to 85.4 percent. The mean agreement score was 67.5 percent.

Table 11 presents the adult-daughter's responses to the same food items her mother did not know or never had tasted and did not like. James (1961) indicated food refused by parents often were never tasted by the children. The data from this study do not support that assumption for adult-daughters.

Sanjur and Scoma's study (1971) supported the assumption that foods unfamiliar or disliked by parents would be unfamiliar to the preschool child. The data from this study do not support that assumption for the adult-daughter.

TABLE 10

FOOD PREFERENCE RESPONSES FOR EACH MOTHER AND ADULT DAUGHTER AND AGREEMENT SCORE[a]

Respondent[b]	Food Preference Responses				Agreement Score
	Like	Will Eat	Dislike	Don't Know, Never Tasted	
	Percent				
1M	75.2	0.0	14.1	10.5	
1AD1	50.5	0.0	39.4	10.0	41.1
1AD2	49.4	0.5	43.5	6.4	55.2
2M	64.3	0.0	12.8	22.8	
2AD1	57.3	1.7	28.0	12.8	52.6
3M	75.1	0.0	19.5	9.4	
3AD1	72.1	2.3	15.9	5.3	74.5
3AD2	92.3	0.0	7.1	0.5	72.1
4M	60.8	6.4	33.3	4.0	
4AD1	60.2	1.7	28.6	4.6	61.4
4AD2	76.0	7.6	9.9	6.4	63.7
5M	61.1	0.5	26.2	12.0	
5AD1	61.7	0.0	28.5	9.7	77.7
6M	77.6	0.5	19.4	2.3	
6AD1	77.6	2.9	15.2	4.1	77.6
7M	79.4	0.0	1.7	18.8	
7AD1	80.5	0.0	4.7	14.7	74.1
8M	86.0	2.5	8.2	3.1	
8AD1	79.7	2.5	6.3	11.3	85.4
9M	88.8	0.0	2.9	8.2	
9AD1	64.1	0.5	31.1	4.1	68.2
10M	81.7	0.0	9.4	8.8	
10AD1	67.0	3.5	14.7	14.7	64.1
10AD2	68.8	3.5	24.1	3.5	69.4

TABLE 10 (continued)

Respondent[b]	Food Preference Responses				Agreement Score
	Like	Will Eat	Dislike	Don't Know, Never Tasted	
	Percent				
11M	78.2	4.1	8.8	8.8	
11AD1	76.4	0.0	12.9	10.5	75.2

[a]Agreement score was computed by assigning one point for each identical mother and adult daughter's response to a food item. Points were summed and divided by total number of food items.

[b]"M" designates mother and "AD" designates adult daughter.

TABLE 11

FREQUENCY OF MOTHER'S RESPONSES "DON'T KNOW" OR "NEVER TASTED" AND "DON'T LIKE" AND ADULT-DAUGHTER'S RESPONSE TO THE SAME FOOD ITEM

Mother's Response	Adult-Daughter's Response to Same Food Item	Adult-Daughters[a]														
		1AD1	1AD2	2AD	2AD1	3AD2	4AD1	4AD2	5AD	6AD	7AD	8AD	9AD	10AD1	10AD2	11AD
"Don't know' or "never tasted"																
	"Don't know" or "never tasted"	7	4	15	5	1	2	3	14	1	2	2	5	8	5	8
	"Don't like"	8	6	13	0	2	0	1	1	1	0	0	6	2	6	1
	"Like"	4	8	13	4	8	2	4	6	3	0	2	3	5	2	6
"Don't like"																
	"Don't know" or "never tasted"	2	4	0	4	0	6	5	2	4	5	8	1	3	0	4
	"Don't like"	15	5	4	15	5	24	11	33	16	4	3	3	2	8	4
	"Like"	7	15	7	13	33	23	28	10	13	18	5	0	10	7	6

[a]"AD" designates adult-daughters.

Exposure, outside the parental home, to food items must account for an adult-daughter's liking or disliking of some foods. In general, the adult-daughters were unable to identify their outside exposure to specific food items (Table 12).

IV. DISCUSSION AND SUMMARY

The method used to determine the food preferences of the random sample survey respondents provided a good indication of preferences for categories of food in the study location. The method used to determine food preferences of the field study sample provided a more sensitive indicator of individual preferences. Preparation methods and texture and flavor of specific foods within large categories appears to have an effect on the food preference of this group. The random sample survey respondents, in general, had the same food preferences as the field study-mothers.

The food preferences of mothers and adult-daughters were similar but not identical. The mothers had a wider range of food acceptances whereas the adult-daughters appear to have greater exposure to food. The adult-daughters were more familiar than their mothers with food items available in the food market. The mothers were more familiar with wild game, greens and berries than their adult-daughters.

Exposure to food and food attitudes of the mother, at home, seem to endure through the maturity process. Outside exposure, such as school, husband and other relatives may influence the food attitudes of the adult-daughter.

TABLE 12

SOURCES OF EXPOSURE TO FOOD (OUTSIDE THE PARENTAL HOME) REPORTED BY FIELD STUDY--ADULT-DAUGHTERS

Source	Food	Frequency
Bought in store by self	Nectarines	2
	Cantaloupes, Hawaiian Punch, Tang, brussel sprouts, fish sticks	1 time each
Tasted in school	Broccoli	2
	Kidney beans, cauliflower, cheddar cheese, deviled egg, fish sticks, tuna, duck, peanut butter, pizza, salami, French toast, rice	1 time each
Introduced by husband	Potato salad, turtle, French toast	1 time each
Introduced by another relative	Broccoli, brussel sprouts, cauliflower, asparagus, rabbit, pizza	1 time each

CHAPTER 6

MASS MEDIA

I. INTRODUCTION

Generally accepted functions of the mass media in the United States include (1) the "watching of the horizon" or surveillance, (2) the correlation of our response to the challenges and opportunities to the total society (as does a commentary or news analysis), (3) transmission of the culture to new members (media is both an agent and an index of culture change), (4) entertainment and (5) selling of products. In relation to food behavior, the third and fifth functions of the mass media--to transmit culture and to sell goods--are of the greatest interest.

Much controversy exists in the discussion of "effects of the mass media on the public"--in particular, children. Roberts and Schramm (1971) remind us that the media is merely a "message multiplier" and its effects are dependent on audience use. Messages relayed via newspapers, magazines, radio, television and other print materials and telephone, must gain attention before the receiver interprets and acts on the message. In this study, the mass media used by the respondents, as well as the messages about food transmitted via those media are of interest.

Each form of media plays a unique role in the American culture. Newspapers are vehicles for local news, events and advertising. Currently no newspaper is published in Hancock County, though many are

available. The role of the newspaper, in Hancock County, then, may take on less or a different significance for those who do or who do not subscribe. Magazines are intended for a more selective audience than newspapers, radio or television. The content and advertising are directed to specific interests. Radio, on the other hand, is an immediate medium. Instantaneous news broadcasts or commercials, can interrupt the background music for work or leisure. Radio, too, may play a less typical role in Hancock County. The mountains and ridges are barriers to transmissions from AM radio stations. A rock music station originating in Knoxville and a country music station from Morristown can be received in some locations. Television, in particular commercial daytime television (tv), may take on added significance to the non-employed respondents in this study. Some broadcasters say that tv is a personal window on the world. Broadcasting literature, discussing tv's impact on the American culture, is noted here.

Commercial television. The fast and widespread penetration of the tv set and program throughout America has been the cause for both concern and studies. Entertainment, violence, instruction, news, values and attitudes are all projected on its screen. Researchers have not been able to define the long term impact of television on behavior or attitudes of the American public. Many suggest, however, that incidental learning may take place during program watching (Roberts and Schramm, 1971).

Each season the broadcast literature devotes a great amount of print to the budgets, scripts, stars and ratings for commercial prime

time tv. Relatively little is written about daytime commercial tv and its programs aimed at the homemakers. Nixon (1972) one of the most prominent "soap opera" writers for tv, defended the "soaps." "Soaps receive ridicule and criticism," Nixon stated, "however, they disseminate vital messages to people in need of information--people not likely to read periodicals or newspapers and apt to turn off documentary programs."

It is hardly a debatable point that many women watch one or more "soaps" or stories each day. The popularity of the stories, beginning with radio (Herzog, 1944), transferring to tv, bolstered by more than a million dollars in advertising, yearly, document the point (Forkan, 1974). Steiner (1963) reported that 30 percent of the women he interviewed enjoyed the afternoon better than any other part of the day, primarily because of tv viewing.

Television advertisements (ads). Inseparable from commercial tv is the tv ad. Meyers (1963) defined advertising as a "mass paid communication whose ultimate purpose is to impart information, develop attitudes and induce action that is beneficial to the advertiser." On the average, 10-20 percent of the tv air time is filled with ads. Twenty-four percent of the women in Steiner's study (1963) reported obtaining information from tv commercials. It generally is believed that tv ads do work--they do sell products. Tv ads have been effective in teaching nutrition, too (Brent, 1974).

Dominick and Rauch (1972), interested in the cultural transmission of the woman's role in society, studied network tv ads. Seventy-

five percent of all ads picturing females were for bathroom or kitchen products. Fourteen percent of the ads, viewed over a two week period in that study, positioned the female in the kitchen. Fifty-six percent of the women were portrayed as housewives and mothers.

The positioning of food products on tv is most important to advertisers. Some firms specialize in food advertising techniques (Ogilvy and Mather, 1972) that make food ads noticed. Meyers (1963) studied adjectives with special connotations for specific product types. Those for food included: adolescent, adult, aromatic, basic, children, economical, necessary, satisfying, substantial and tasty. Again, the techniques effective in food advertising are known, but the why and how of producing results have not been illuminated.

Broadcasters and advertisers recognize content of programs and ads are keys to success. Perhaps a study of messages carried on the various media may be instructive to this study.

Food and mass media studies. A few food studies have defined the sources of information used by the homemaker. Fliegel (1961) in a food consumption study of nationality groups in Pennsylvania, examined sources of information about food. While radio and tv reached the largest number of people, few homemakers obtained new food ideas from those sources. It is of interest that 74, 72, 81, 52 and 6 percent of the women reported being exposed to food information by radio, tv, daily newspapers, "magazines for women" and organized groups, respectively. However, only a small percentage of those women reported using that information. In general, the informal sources--friends and neighbors--

were cited as major sources of new ideas about food. This author asks the question, "where do the friends and neighbors obtain their information?" and postulates that the information was transmitted via some mass media.

Homemakers in the North Central Region Study (Fox et al., 1970) reported obtaining nutrition information from magazines (63 percent), newspapers (48 percent), books (47 percent), tv (34 percent), radio (21 percent), extension and government bulletins (17 percent) and other lay sources (3 percent). Sanjur and Scoma (1971) investigated the communication channels operative for low income, Black, New York homemakers. Ninety-eight percent of them watched tv. Ninety-seven, 92, 91, 76 and 70 percent, respectively, obtained information from friends, church, listening to the radio, reading newspapers, magazines or books. Thirty-five percent of these homemakers listed ads as a useful source of food information. Emmons and Hayes (1973) studied the nutrition knowledge of mothers in upstate New York. Most mothers relied upon newspapers, radio, magazines and tv for information.

While these studies report sources of food information for the homemakers, they do not outline what kind, if any, food and nutrition information is carried by those sources. Homemakers in Hancock County and in neighboring counties receive newspapers, commercial and non-commercial magazines, transmission from radio, commercial and non-commercial tv, as well as have access to a public library. Several organized groups meet, also.

While the penetration of the various mass media (newspaper, magazine, radio and television) can be generalized for the sample

population, the use of those media to learn about foods and nutrition cannot be generalized. It is not enough to ask respondents which media they receive, but also, how they use that media. Then, the media must be analyzed to determine if the reported use is possible.

This researcher recognizes the media's functions of transmitting culture and selling goods. An attempt was made to look at the media present in Hancock County, the use of the media by the homemakers, and the content of the media in relation to food and nutrition. If the media can be an agent of culture change, then it must be considered in a study of the transmission of foodways. Its direct effects cannot be defined, but rather it must be assumed that incidental learning occurs with use of the media. Defining what that incidental learning might be and analyzing it in terms of changed behavior may be instructive.

II. METHODS AND PROCEDURES

Random Sample Survey

The random sample survey respondents were asked to identify newspapers and magazines which they received; cookbooks they owned and used; and radio and tv programs they enjoyed regularly. Respondents also were asked if they had a telephone and if they could drive an automobile (Appendix C). Percentages for the frequency of these responses were computed.

Field Study

The identical "mass communication" forms (M-24, -25, -26 and D-22, -23, -24) were used as the basis for interviewing both mothers

and adult-daughters about their use of mass media (Appendixes A and B). Separate questions about telephone usage and automobile driving ability were asked. Percentages were computed for frequency of the answers supplied by mothers and by adult-daughters. The Fisher's Exact or Chi Square were computed for selected characteristics to determine differences between the random sample survey respondents and the mothers in the field study sample. The association between mother and adult-daughter responses was computed as outlined (Chapter 2). In addition, an agreement score was computed for each mother and adult-daughter pair. One point was assigned for each identical answer; 0.5 point for each similar answer. The points were tallied and divided by 22 (the number of questions used in analysis).

Selective Newspaper Content Analysis

A content analysis was completed for each newspaper named by a respondent (Appendix H). The analysis included the notation of both advertising and non-advertising copy. All ads for food, vitamins, diet aids, grocery stores, and restaurants; the number of ads per issue; size, placement, use of color, photos or recipes in ads were noted. In addition, the number of food and non-food items, and coupons in each grocery store ad were recorded. All news items, feature articles, comics and events relating to food or nutrition, vitamins, diet aids; the number of articles per issue; length, placement, use of color or photos in articles were recorded. In addition, the title and one or two sentence summary of each article; the principal ingredient of recipes; any shopping or cooking hints; announcements of luncheons

or covered dish suppers; pie or ice cream suppers, cocktail parties or other social or fund raising functions that included food were listed. All news or feature articles reporting events of Hancock County were listed. The analysis was completed in October and November, 1973. An arbitrary "food information score" was computed for each newspaper reviewed.

Selective Magazine Content Analysis

Two copies of each magazine named by respondents were obtained and reviewed during the Fall of 1973. Analysis (Appendix H) included: an overview of the magazine; reading of two articles (preferably food articles); recording of name, dates of issues studied, name of editor, address, price, length, frequency of issue; judgement of readership by age, sex, economic and educational levels. A detailed study of ads and two feature articles included: recording the total number of ads, number of food related ads (not including kitchen equipment), number of features about food, and number of recipes per issue. A short description of the articles read in detail to include the reader appeal, sources of information, central theme, outline of major points and description of any food use was completed. Percentages and means for selected items were computed.

Selective Radio Programming Content Analysis

Radio logs were kept for five hours of daytime listening to WMTM-AM, 1300 kHz, Morristown and for WNOX, 990 kHz, Knoxville during the Spring, 1974. Food related ads and comments, length and time of day were recorded.

Selective Commercial Television Programming Content Analysis

Daytime television logs (Appendix H) were kept for more than 25 hours of viewing WATE-TV (NBC), WBIR-TV (CBS), and WTVK-TV (ABC) during the Spring, 1974. Television characters discussing, producing, consuming, purchasing or preparing food were noted. Ads for all products were counted with commercial length and promotion noted for all food ads.

WSJK-TV (PBS) is widely received in Hancock County. Respondents, however, rarely reported watching this non-commercial (popularly known as educational tv) station and therefore it was not included in the analysis.

III. RESULTS

Random Sample Survey

Selected mass media used by the random sample survey respondents are listed (Table 13). In addition to those characteristics, 62.5 percent of the respondents had telephones and 31.3 percent could drive an automobile. The pattern of media use for this group is typical of low income, low educational level populations. Tv and radio have achieved high penetration (87.5 percent each). Newspapers are not as widely read (71.9 percent subscribing to at least one newspaper). Magazines reached a more selective readership (65.6 percent). It is not surprising for this sample with a median education level of 6.7 years to be more visual and audio than print oriented.

TABLE 13

SELECTED USE OF MASS MEDIA BY RANDOM SAMPLE SURVEY AND FIELD STUDY RESPONDENTS

Mass Media Use	Random Sample Survey Respondents	Field Study		Adult-Daughters
		Mothers		
	Percent			
Newspaper subscribed:				
None	28.1	27.2		46.6
Daily	59.3	81.5		59.9
Weekly	28.2	27.2		6.6
Other	6.3	0.0		0.0
Magazine subscribed:				
None	34.4	63.6		60.0
Woman's	15.6	45.4		60.0
Farm	15.5	18.1		0.0
News	3.1	9.0		13.3
Other	43.8	45.4		59.9
Radios owned:	87.5	100.0		100.0
Televisions owned:	87.5	90.9		100.0
Color receivers	25.0	20.0		26.6
Listens to radio:				
While cooking	21.9	36.3		6.6
Sometimes while cooking	0.0	18.1	*	60.0
While cooking and eating	6.3	0.0		26.6
Sometimes while cooking and eating	0.0	54.5		53.3
Have heard radio program on food and nutrition:	0.0	0.0		0.0
Watches daytime tv:	95.9	70.0		66.6
Watches tv:				
While eating	12.5	0.0		25.0
Sometimes while eating	3.1	40.0		55.0
Never while eating	68.8	60.0		20.0
Owns cookbook:	65.6	72.7		80.0
Uses it	76.1	37.5		75.0

*Significantly different ($p \leq 0.05$) by Phi Coefficient and Chi Square Test for significance.

Field Study

The field study sample respondents were questioned in more detail about their use of the media. Percentages for selected media use are listed (Table 13). Random sample survey respondents general use of the mass media and the field study-mothers use of the media were similar. Differences in specific media use appear to exist but may be attributable to the individuality of each respondent.

Mothers and adult-daughters uses of the print media (newspapers and magazines) also were similar (Table 13). Mothers and adult-daughters were asked what kind of article they liked to read. While the answers varied considerably, 38.4, 42.3, 50.0 and 69.2 percent of the total field sample reported reading articles on nutrition, health, diet, and foods or recipes, respectively. While 65.3 percent reported reading newspaper food ads, only 15.3 percent used coupons or shopped for specially advertised foods. This is not surprising since most respondents shopped in Hancock County and those merchants do not advertise in the newspaper. Mothers and adult-daughters exhibited similar practices in use of the print media.

The entire sample reported owning at least one radio per household (Table 13), however only a few reported listening to radio programs on food and nutrition (11.5 percent of the total field study sample--all mothers). A few more mothers than adult-daughters reported listening to the radio while cooking whereas more adult-daughters than mothers reported listening to the radio while cooking and eating (Table 13).

All but one mother owned at least one tv set. Most of the sample (84.6 percent) reported watching tv food ads. Some (34.6 percent) reported consciously buying a product after viewing an ad. Mothers did not report frequently eating while watching tv (Table 13). During this study, the most popular daytime tv programs for both mothers and adult-daughters included: "Days of Our Lives," "Another World," "Edge of Night," "Secret Storm," "Guiding Light" and "As the World Turns." Few respondents named a favorite evening (prime time) tv program.

Mothers named a total of fourteen different cookbooks. Two owned a Home Comfort and two used Extension booklets. The adult-daughters named thirteen different cookbooks (five the same as mentioned by mothers). Three adult-daughters reported using the Better Homes and Garden Cookbook. A similar percentage of mothers and adult-daughters reported owning cookbooks, however, the use of cookbooks varied. Only 37.5 percent of the mothers owning cookbooks referred to them, while 75.0 percent of the adult daughters used them for reference, recipes and new food ideas (Table 13).

Approximately 75 percent of the total sample, a slightly higher percentage of mothers (81.8 percent) than adult-daughters (73.3 percent) had a telephone. In the case of one mother and one adult-daughter it was seven miles to the nearest phone. Thirty-two percent of the mothers and 45.0 percent of the adult-daughters had private telephone lines while 44.0 and 18.0 percent of the mothers and adult-daughters, respectively, shared their telephone lines with two to seven

other parties. More field study sample-mothers could drive an automobile than random sample survey respondents.

The agreement scores for mass media use for each mother and adult-daughter varied greatly (22.7 to 88.6 percent, mean of 59.1 percent).

Selective Newspaper Content Analysis

Newspapers reviewed included: seven issues each of two Dailies plus Sunday (Knoxville News-Sentinel and Johnson City Press Chronicle); six issues each of three Dailies (Knoxville Journal, Morristown Citizen's Tribune and Middlesboro (Ky.) Daily News); and four issues each of three Weeklies (Claiborne County Progress, Tazewell Observer and Rogersville Review). Tables A-13, A-14 and A-15, Appendix H, list selected items from the content analyses.

In general most copy specific to foods appeared in grocery store advertisements. Copy--advertising and non-advertising--related to food was most often positioned in the women's pages on specific days (Monday, Wednesday and Thursday). That is with the exception of copy for restaurants and liquor which appeared most often on Tuesdays and Fridays in the entertainment and sports pages. The number of non-advertising copy lines about food were dominated by the recipe/article.

If the newspaper content reviewed is typical, these newspapers could be considered a good source of information about food products stocked in local food markets but a poor source of general and news information about food and nutrition.

The Food Information Score and percentage of respondents subscribing to each newspaper are listed (Table 14). The two Dailies plus Sunday were comparable in the amount of food related copy (advertising and non-advertising) printed in seven issues. The Dailies varied considerably (219, 371 and 567) in food related copy. The Weeklies, too, varied in the amount of advertising and non-advertising copy related to food printed over one month. A researcher or educator, then, could not assume that respondents or students are receiving food information because they subscribe to a newspaper.

Selective Magazine Content Analysis

Magazines reviewed included: McCalls, Better Homes and Gardens, Ladies Home Journal, Readers Digest, Redbook and a Farm Journal. Selected analysis items are presented (Table A-16, Appendix H). The magazines varied in the amount of non-advertising food copy carried (3.4 to 39.3 percent of the feature articles) and advertising copy (1.7 to 47.5 percent food related). In general, the "women's" magazines were good sources of information about food preparation and included many four color photographs of both recipes and advertised food products. The "general reading" magazine was a source of information about food and nutrition related to health and well being. And, the "farm" magazine provided much preparation and preservation of food information, however without the photographs carried in the "women's" magazines. The "women's" magazines did not generally reference the sources of information. However, recipes were presented as "kitchen tested." The articles appearing in the "general reading"

TABLE 14

NEWSPAPERS SUBSCRIBED BY RESPONDENTS AND NEWSPAPERS' FOOD INFORMATION SCORE

Newspaper	Random Sample Survey Respondents	Field Study		Food Information Score
		Mothers	Adult-Daughters	
		Percent		
Knoxville Journal (morning Daily except Sunday)	28.1	27.2	13.3	371
Morristown Tribune (afternoon Daily except Saturday)	28.1	36.3	40.0	567
Tazewell Observer (Weekly)	21.9	27.1	6.6	304
Claiborne Progress (Weekly)	6.3	0.0	0.0	103
Knoxville News Sentinel (afternoon Daily)	0.0	9.0	0.0	580
Johnson City Press Chronicle (afternoon Daily)	0.0	0.0	6.6	568
Middlesboro Kentucky Daily (afternoon Daily except Sunday)	3.1	9.0	0.0	219
Other (church, trade, etc.)[a]	6.3	0.0	0.0	--

[a] Food Information Score not computed.

and "farm" magazines more often cited an authoritative source.

Selective Radio Programming Content Analysis

The two radio programs reviewed were different in programming character. During the five hour review period of WNOX (Knoxville), no food products, restaurants or related goods were advertised. In addition, the disc jockey made no comments, read no news items nor aired any public service announcements related to food. WNOX programming is directed to the youth of Knoxville.

WMTM-AM (Morristown) has a different appeal with its country music format. It is more specific to the Hancock County residents. For example, a daily 30 minute program is aired at 9:00 A. M.--"The Sneedville Hour." Merchants from Sneedville, including some of the food merchants advertise on this program. In addition, announcements of social functions, admissions and discharges to and from the county hospital and other local news is aired between songs. During the five hour listening period the announcer made no comments, read no news items and aired no public service announcements related to food. The announcer read two grocery store ads and played ten restaurant jingles or ads.

In general, the radio program would be a poor source of information about food and nutrition for this study population. The potential for use of this medium for food and nutrition information was not explored.

Selective Commercial Television Programming Content Analysis

Daytime television aired over the three major networks (ABC-, NBC-, and CBS-TV) was viewed. Selected items from that analysis are presented (Table A-17, Appendix H). More references were made to food during soap operas than during quiz, talk, or situation comedy (sit. com.) programs. These references were limited generally to the players drinking a cup of coffee or alcoholic beverage; talking about dinner engagements; planning luncheons; sitting down to a meal. However, actual food was never displayed and rarely named.

It is during the commercial message, the ad, that the tv viewer is exposed to the most information about food. During this study period, 25.9 percent of all commercial messages viewed (during and between programs) promoted food products, vitamins, diet ads, grocery stores, chewing gum or restaurants. Those food related commercials accounted for only 11.5 minutes of the 26-1/2 viewing hours. Eighty-seven different food products were depicted in 123 commercials. Only one public service announcement--linking heart disease with overeating--was aired. Table 15 lists the qualities of food products most often mentioned in the ads.

Organized Group Participation

Phillips (1973) reported homemakers participating in Hancock County Home Demonstration Clubs (indicative of medium to high income) had varied social participation scores. In addition, a random sample of Hancock County Expanded Foods and Nutrition Education Program

TABLE 15

QUALITIES OF FOOD PRODUCTS MOST OFTEN PROMOTED IN TV ADS

Quality of Food Product	Frequency of Mention During 123 Ads
Tastes good	8
Economical	7
Meets daily requirements	6
Kids or family like it	6
Calories or diet	6
Easy to fix/convenient	5
Iron	5
Contains vitamin C	4

homemakers had low or zero participation scores. Homemakers, in that study, were only asked about their participation and not if they received food information from the group. Cussler and deGive (1952), however, suggested that a person's food habits reflect his interaction with a particular group.

IV. DISCUSSION AND SUMMARY

In general the random sample survey respondents and the field study participants were more audio- and visually-oriented than print-oriented. While radio may have been an effective teaching instrument in the past in Hancock County, it would likely have little effect today without some sort of promotion for radio listening. Tv, both in its programming and ads may be the media that most affects the behavior and attitudes of the group--both mothers and adult-daughters--in relation to food.

The media analysis presented in this chapter is not detailed. It serves the function, however, of promoting an awareness of media content presented to the homemakers. It goes beyond asking the homemaker where she learns about food and nutrition to see if the media sources contain food and nutrition content. One must recognize, however, that the homemaker is free to give her attention to, ignore, accept, reject, dismiss or act on the food and nutrition information transmitted.

CHAPTER 7

THE MOTHER AND ADULT-DAUGHTER RELATIONSHIP AND TRANSMISSION OF FOODWAYS

I. INTRODUCTION

The individual mother and adult-daughter comparisons presented in the preceding chapters depict individual variations in environmental factors, food behavior, food preferences and the use of the mass media. Read (1966) noted that the "learned components of food behavior are never the same among children reared in the same family." Data already presented in this study support that assumption. The four pairs of sisters interviewed did not report identical behaviors. In an attempt to explain some of the variations in behavior, this chapter presents aspects of modernity and familism; mother and adult-daughter interpersonal communication; and selected demographic and environmental characteristics that mothers and adult-daughters share; as they may be related to the transmission of foodways.

It is in the family relationships and child development literature that discussions of modernity and familism are found. It is difficult to define an "orientation to change" or modernity. Stephenson (1968) presented data from an Appalachian study of traditionalism. He found as anticipated, that the "most modern" persons lived on or near a main highway in Appalachia. He did not find, as he had presumed, that persons over 39 years of age were clearly traditional in

orientation. Many instruments, some elaborate (Smith and Inkeles, 1966), have been developed to measure modernity.

Mills and Jones (1972) discussed "familism"--a group of attitudes, feelings or beliefs about the value and significance of family group membership and family life. They defined ideal familism as including aspects of (1) obedience to other family members, (2) financial support to extended family members, (3) family defense, (4) mutual aid and consensus, (5) shared family welfare and (6) family perpetuation. Heller (1970) attempted to develop an attitudinal scale to measure familism.

It is beyond the scope of this study to define the modernity or familism of the participating mothers and their adult-daughters. However, a short index of modernity and familism (Gravatt, 1973); and an estimate of the closeness of mother and adult-daughter (based on reported inter-personal communication) were constructed. It was hypothesized that mothers and adult-daughters with low or moderate orientations to change; with a high degree of familism; with less education (years in school); older (age in years); and residing in similar environmental conditions would exhibit the most similar food behavior, food preferences and mass media use.

II. METHODS AND PROCEDURES

Briefly the inter-personal communications between mothers and the adult-daughters were discussed with each respondent. Forms M-27, -28 (Appendix A) and D-25, -26, -27 (Appendix B) were used as the

basis for the discussion. Forms M-27 and -28 were completed by mothers, one for each of their adult-daughters participating in this study. Responses were analyzed as outlined (Chapter 2). In addition, married adult-daughters were asked about their inter-personal communications with their husband's mother. An agreement score for each mother and adult-daughter inter-personal communications was computed. Points were assigned for similar answers. This agreement score was used as an approximation of the level of mother and adult-daughter dependence, mutual aid and support. A high agreement score indicated frequent communication, which sometimes involved food behavior.

An agreement score was computed for selected environmental characteristics or living conditions already discussed (Table 1, page 20).

The eight major study variables were ranked for analysis. Agreement scores for food behavior (Table 4, page 59), food preferences (Table 10, page 84), mass media use (page 101) mother and adult-daughter inter-personal communication and environmental characteristics were ranked. The highest agreement score for each of the first five variables was given the rank of one. The adult-daughter's familism/modernity index scores were ranked with the lowest score (indicative of moderate orientation to change receiving rank of one and the highest score--most modern--a ranking of fifteen. Age (in years) and education (years in school) also were ranked with the oldest (age) and the lowest education (years in school) receiving the rank of one.

Kendall's Coefficient of Concordance, W, and Chi Square Test for significance of W (Champion, 1970; Edwards, 1962) were computed to measure the agreement, W, among rankings for adult-daughters and mothers reported behaviors.

III. RESULTS

Inter-personal Communication

Three vehicles of inter-personal communication, the telephone, the visit and the letter, between mothers and their adult-daughters and adult-daughters and their husbands' mothers were investigated. Generally, mothers and their adult-daughters visited more often than they telephoned (Table A-18, Appendix I). This was not surprising since two mothers and four adult-daughters did not have telephones and four mothers and two adult-daughters shared eight party line telephones.

Few mothers, when asked if they ever called their adult-daughter to discuss food, recipes or grocery shopping, replied in the affirmative. The adult-daughters, under 30 years of age, sometimes called their mother for a recipe, though they more often reported referring to a cookbook.

The adult-daughters reported visiting their mother's home slightly more often than the mother visited the adult-daughter's home (Table A-18, Appendix I). Sometimes the purpose of the visit was a grocery shopping trip to large supermarkets in Morristown, Rogersville or Tazewell. The mother and adult-daughter shopping

event presents an opportunity for the mother and adult-daughter to influence each other's food purchases. The extent of this influence, if it does exist, was not studied.

More than half (53.3 percent) of the mothers ($p \leq 0.01$) reported taking food to their adult-daughter's home (Table A-18, Appendix I) particularly garden foods. Some mothers remarked that they planted more food than they could possibly use and that the adult-children were free to take what they wanted or needed. Only a few adult-daughters took food to their mother's home. That food often was described as a dessert or salad for a shared meal. While more than half (60.0 percent) of the adult-daughters reported eating at their mother's home at least once a week ($p \leq 0.05$) only a few mothers (13.3 percent) reported eating at their adult-daughter's home with the same frequency (Table A-18, Appendix I). Other inter-personal communications between mothers and adult-daughters (letter writing, recipe swapping, etc.) are listed (Table A-18, Appendix I). In general, there was less communication between adult-daughters and their husbands' mothers than between adult-daughters and their own mothers.

There is no standard to compare the inter-personal communication agreement scores computed for mothers and their adult-daughters in this study. As with the other variables studied, individual variation is great. For example, one might assume that mothers and adult-daughters living within "hollering distance" of each other would communicate frequently. Two mother and adult-daughter pairs in this

study were so situated. One mother and adult-daughter pair rarely spoke though no overt hostility existed between the two. The adult-daughter would visit at the mother's home and rely upon her mother as a baby-sitter. However, the mother would not go to the adult-daughter's home nor would they share any meals together.

In the second case, the mother and adult-daughter were in communication with each other throughout the day. The mother also served as baby-sitter. They reported frequently sharing meals and chores.

The mothers and adult-daughters residing within 40 miles of each other generally telephoned or visited at least once a week. A few (20.0 percent) of the mothers and the adult-daughters telephoned every day. Those mothers and adult-daughters living between 41 and 80 miles apart communicated in some way (by phone, visit or letter) at least once a month. The agreement scores ranged from 31 (mother and adult-daughter residing together) to 1 (mean of 14.9) (Table 16).

Forty percent (Table A-18, Appendix I) of the mothers reported that they "felt closer ties" or had a "closer relationship" with their own mother than with their adult-daughter. Twenty percent of the adult-daughters reported having a better relationship with their husband's mother or their own grandmother than with their mother. In most cases the mother talked about all her adult-children, praising one (daughter or son) more highly than the others. How this apparent favoring of one child more than the others and its effect on the transmission of foodways was not studied.

TABLE 16

SELECTED INTER-PERSONAL COMMUNICATION VARIABLES AND AGREEMENT SCORES FOR MOTHERS AND ADULT-DAUGHTERS

Respondent[a]	Miles from Mother	Telephone	Drive Auto-mobile	Inter-personal Agreement Score	
1M		8 Party	No	9	31[b]
1AD1	47	Private	Yes	7	4[c]
1AD2	0	8 Party	No	31	--
2M		None	No	1	--
2AD	5	None	No	11	9[c]
3M		None	No	5	15[c]
3AD1	40	2 Party	No	3	0[c]
3AD2	<1	None	Yes	9	0[c]
4M		Private	No	19	6[b]
4AD1	<1	None	Yes	17	8[c]
4AD2	40	Private	Yes	9	7[c]
5M		8 Party	No	31	--
5AD	0	8 Party	No	31	--
6M		2 Party	Yes	30	--
6AD	9	Private	Yes	19	13[c]
7M		Private	Yes	22	--
7AD	<1	Private	Yes	23	13[c]
8M		2 Party	No	22	--
8AD	10	2 Party	Yes	19	13[c]
9M		8 Party	Yes	15	--
9AD	50	Private	Yes	18	0[c]
10M		Private	Yes	12	14[b]
10AD1	5	None	Yes	12	9[c]
10AD2	40	Private	Yes	11	14[c]
11M		8 Party	Yes	9	--
11AD	80	Private	Yes	17	--

[a]"M" indicates mother; "AD" indicates adult-daughter.

[b]Score for mother and her second daughter's inter-personal communication.

[c]Score for adult-daughter's inter-personal communication with her husband's mother.

Familism/Modernity Scale

The responses of mothers and adult-daughters to question measuring familism are listed (Table A-19, Appendix I). Mothers and adult-daughters, as groups, provided similar responses with one exception. More mother than adult daughters ($p \leq 0.05$) "strongly agreed" that "old timey ways were the best ways." The usefulness of four of the five familism questions to measure the attitudes, feelings or beliefs about the value and significance of family group membership and family life, in this field study sample, can be questioned. The interviewer in more than half the cases reworded, restated or explained the first four questions. The respondents were not familiar with hedonic scaling and became confused in their responses. Respondents were eager to discuss, however, their views on "old timey ways." The interviewer generally was surprised by the number of adult-daughters who expressed that many "old timey ways were the best ways."

The index scores for modernity and familism ranged from 13 to 28 (mean of 13.1). Five mothers and 11 adult-daughters were considered the most oriented to change (scores of 20-28) in this study. Six mothers and four adult-daughters had a moderate orientation to change (scores of 10-19). No mothers nor adult-daughters had scores indicating a low orientation to change.

Since the validity of these data is questioned, analysis of the modernity/familism scores was limited. This was disappointing since an orientation to change might explain some of the differences in food behavior reported.

Environmental Conditions

Environmental conditions (in particular housing conditions and food storage) were presented (Table 1, page 20). Agreement scores for environmental conditions ranged from 16 (mother and adult-daughter residing together) to 8 (mean of 13.0). Environmental factors were considered as indicators of the level of living, and as potential influences on food practices. It was assumed that high mother and adult-daughter agreement score in environmental characteristics would be an indication of comparable living conditions. It was anticipated that easy access to water (plumbing and a sink in the house) and to food storage facilities (dairy or cold cellar, smoke house and freezer) and the use of electric or wood stove, would affect food behavior, particularly food preparation and preservation practices. If more confidence were placed in the familism and modernity scores, a correlation between environmental and modernity agreement scores might be instructive.

Agreement Scores

A coefficient of contingency, W, was computed for the variables (food behavior; food preferences; mass media use; age of adult-daughter; education of adult-daughter; modernity/familism index; inter-personal communication between mother and adult-daughter and environmental factors) that have been reported in this study (Table 17). Identification of variables important to the study of transmission of foodways from mothers to adult daughters and changes in the foodways was sought.

It was hypothesized that the adult-daughters, older (age in years); with less education (years in school); with moderate orientation

TABLE 17

RANKINGS OF FOOD BEHAVIOR, FOOD PREFERENCES, MASS MEDIA USE, INTER-PERSONAL COMMUNICATION AND ENVIRONMENTAL CHARACTERISTICS, MOTHER AND ADULT-DAUGHTER AGREEMENT SCORES; FAMILISM AND MODERNITY INDEX SCORES; AGE AND EDUCATION; FOR EACH ADULT-DAUGHTER

Respondent[a]	Food Behavior Agreement	Food Preferences Agreement	Mass Media Use Agreement	Inter-personal Communication Agreement	Environ-mental Character-istics Agreement	Familism and Modernity Index	Age	Educa-tion
1AD1	14	15	10	14	11	6.5	4	8.12
1AD2	10	13	1	1.5	1.5	1.5	4	8.12
2AD	7	14	2	10.5	8	12	11	2.25
3AD1	1	5	11	15	13.5	13.5	4	2.25
3AD2	6	7	4	12.5	4.5	13.5	2	2.25
4AD1	4	12	15	7.5	11	9	10	8.12
4AD2	11	11	14	12.5	11	9	8.5	8.12
5AD	5	2	3	1.5	1.5	1.5	1	2.25
6AD	9	3	6.5	4.5	6	5	6	14.5
7AD	2	6	6.5	3	3	15	7	14.5
8AD	3	1	13	4.5	13.5	9	15	8.12
9AD	13	9	9	6	8	2.5	12	8.12
10AD1	8	10	12	9	8	2.5	13	8.12
10AD2	12	8	5	10.5	4.5	6.5	8.5	8.12
11AD	15	4	8	7.5	15	11	14	13

[a] "M" designates mother; "AD" designates adult-daughter.

to change; and high inter-personal communication with her mother, would exhibit behavior most like her mother's behavior (high agreement scores for food preferences, food practices, mass media use).

The association among all eight variables was low, $W = 0.276$ but significant ($p \leq 0.01$). A higher association was achieved, $W = 0.554$ ($p \leq 0.001$), when the variables age and education of the adult-daughter and the adult-daughters' familism/modernity index scores were eliminated. It appears, then, that the adult-daughters' rankings were consistent over all eight variables. Food behavior, food preferences, mass media use, inter-personal communication and environmental agreement were more discriminating than familism and modernity index, age and education. None of the eight variables ranked--food behavior, food preferences, mass media use, inter-personal communication, environmental factors, familism/modernity, age and education--can be eliminated from consideration in the cultural transmission and changes in foodways.

IV. DISCUSSION AND SUMMARY

Factors in foodways that might be most stable or most subject to change for this group of people can be defined in the data presented in this study. For example, the attitude that children should never be punished by the refusal of food was completely stable over the two generations studied. However, the practices of home food production and preservation seem subject to change or deletion from the food behavior pattern. A refined instrument (interview schedule) weighted to give equal importance to a limited number of variables might serve to

better isolate the factors involved in the transmission of foodways.

Many adult-daughters indicated that old timey ways were the best ways and yet much of their overt behavior did not support their attitude. Rapid changes in foodways are taking place as seen in this two generation study. How and why the adult-daughters were patterned to think old timey ways were best and what influences (advertising and mass media communications, peer influence, schedules, food supply, education, to name a few) caused them to behave in manners not considered old-timey needs to be researched. If research could describe the relationship of beliefs and attitudes to behavior in relation to food, the educator might find the leverage points to influence the direction of changes in food behavior.

While the similarities and differences in behaviors of mothers and adult-daughters are fairly simple to define, as stated at the conclusion of Chapter 4 (Food Behavior), the mechanism for the transmission of cultural food behavior is increasingly difficult to designate. Even in an area as homogeneous, on the surface, as the study location, isolation of the factors involved in the transmission of foodways was not completed with the present instruments. The individual variations in these data are great. Perhaps it is the total living situation that most influences the food behavior of the family at any one time. In that case, the influence of the mother on the adult-daughter's food behavior surfaces when the adult-daughter's total living situation becomes like her mother's living situation.

Again, a study of changes in beliefs and values in relation to changes in food behavior might better define the role of the mother in the transmission of foodways.

CHAPTER 8

GENERAL SUMMARY AND IMPLICATIONS

I. METHODS AND PROCEDURES

Several methods were employed in an attempt to isolate factors involved in the transmission of and in effecting changes in foodways. In addition, the methods were used to identify similarities and differences in behaviors relating to food of mothers and adult-daughters residing in Hancock County, and in East Tennessee, respectively.

Observation

Observation, including preliminary surveys and informal and formal interviews, prepared the researcher for both the development and implementation of the random sample survey questionnaire and the field study interview schedule. The interviewers skills became more efficient during this time thereby optimizing the time spent in formal study. Where possible, more photographic and tape records are recommended. Those made during this study have already been valuable teaching tools.

Random Sample Survey

The random sample survey served two purposes in the design of this study. First, it was to provide a quick measure of the demographic characteristics, food preferences, food practices and mass media use of the Hancock County population as a reference. The random

sample survey respondents in comparison with the hand-picked field study mothers provided an indication of the bias introduced by purposive sampling. The random sample survey served this function well. Many differences (such as age distribution) can be explained by the definition of mothers used in field study sample selection. Based on the comparisons presented in preceding chapters, findings presented can be cautiously generalized to other mothers with adult-daughters in the geographic area studied.

Secondly, the random sample survey was used generally to collect information about the foodways of the area. Whereas the random sample survey questionnaire did not document as much food behavior as the field study interview schedule, it generally provided comparable data with the interview schedule. The random sample survey tool was a more satisfactory tool in this study than it might be in other studies since the researcher--interviewer--had observed and participated in the culture of the people prior to the development and implementation of the survey.

The researcher was not able to place as much confidence in the reliability of the responses obtained in the random sample survey, although the responses were suitable for statistical analysis. Only limited informal discussion between respondent and interviewer occurred in the random sample survey interview. Therefore it was not as efficient a tool for collecting and defining food and preparation method terminologies and other information overlooked in the questionnaire development. The random sample survey method seems valuable in conjunction

with or following the field study method, but only after the participant observation time.

Field Study

The field study required much time, patience, and expense. In some cases the amount of information obtained was more than compensatory. In all cases, the researcher was exposed to information not directly applicable to this study but perhaps influential in the interpretation of the data gathered. The field study was a good tool for studying attitudes and beliefs not easily verbalized in questionnaires or analyzed statistically. The field study method seemed adequate for describing the similarities and differences in behaviors of mothers and their adult-daughters. Some consideration might be given to studying food behavior by extensively interviewing a smaller number of informants than used in this field study. This then should be followed by the development of a random sample survey and its administration to a larger sample than used in this study. The random sample survey and field study methods provided the researcher with the statistical analysis and the understanding needed to plan and develop educational materials, programs or further research.

Field study interview schedule. The present field study interview schedules (Appendixes A and B), were effective, in part, in identifying similarities and differences in food behavior of mothers and their adult-daughters and in gathering foodways information. These schedules were not, however, capable of isolating factors in the

transmission of and the effecting of changes in foodways. Suggestions for a few major refinements of these schedules follow. Many other refinements are suggested by the data presented in the preceding chapters.

Refinement of the demographic data forms might better define the population under study. Expansion of items describing the daughter's interest in cooking, the mother's method of teaching cooking, the daughter's participation in gardening and food preservation, sources of authority used on foods and nutrition, attitudes and beliefs toward child feeding and toward the conservation of resources are recommended. The food preference section might be strengthened and provide greater differences by the addition of more items purchased in the grocery store, such as cake mixes and prepared frostings, prepared dinners, ready-to-eat foods and meat extenders to name just a few. Another attempt at defining the reasons for disliking a particular food is needed. Perhaps shortening the food preference list so as to spend more time on a few items without losing the interest of the respondent may be useful. Where possible and cooperation is good, logs of mass media communications read, listened to and watched would make the content analysis in relation to food, of the media more applicable. As used in this study, the mass media communications section of the interview schedule and the subsequent media analysis served more as a "consciousness raising." The researcher became aware of the possible information and influence the respondents might receive via the media they used. The daily activity form (Forms M-29, -30, Appendix A and Forms D-28, -29, Appendix B) was not discussed since it provided a

limited amount of information. More direct questions about the homemaker's scheduling of activities in relation to food, the daily routine surrounding the preparation and presentation of food; the differences in autumn, winter, spring and summer; the differences on weekdays and weekends might provide data. Only the respondents who were employed could provide information about their daily routine without guideline questions. Perhaps routine cannot be established for many respondents.

Environmental factors were, for the most part, observed. Use of photographic records could aid in later evaluation and comparison.

Field notes, though initially time consuming to maintain, proved invaluable in the interpretation of results.

The random sample survey questionnaire (Appendix C) served its purposes adequately. It could be lengthened, shortened or modified to place greater emphasis on a particular behavior. It would not have been suitable for defining the differences between mothers and adult-daughters, however.

II. FOODWAYS OF MOTHERS AND THEIR ADULT-DAUGHTERS

The similarities in behavior related to food reported by mothers and their adult-daughters are indicators of the cultural transmission of foodways from mother to daughter and their maintenance through the daughter's maturity. Data describing food behavior, food proferences, mass media use and environmental factors affecting the other named attributes have been discussed and trends indicated. Changes in the foodways of mothers and adult-daughters are continually occurring.

The role of the mother in the cultural transmission of foodways within the family cannot be disregarded, but may not be as important as first hypothesized and suggested in the literature. Foodways appear to be modified by factors in the environment as well as by the situation in which both mothers and adult-daughters are involved.

The leverage points for directing changes in food behavior were not identified. Further study should be given to the statement that the daughter wanted to learn all about food and cooking when she needed to stand on a chair to reach the stove but lost interest around age 12 until she married. In view of increasing food costs, the energy crises and the possibility of future food shortages the apparent change in attitude from the mothers' conservation of resources to the adult-daughters' throw away of leftovers; and grumble and pay higher food prices attitudes, needs to be researched.

The data presented in this study are a contribution to the growing knowledge of the foodways of man. It is hoped that the data and food terminology (Appendix J) will be useful in developing ways of informing East Tennesseeans about food and nutrition.

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APPENDIXES

APPENDIX A

INTERVIEW SCHEDULE FOR FIELD STUDY--MOTHER

DEMOGRAPHIC DATA

Kolasa/MAB
FSFSA/CHE/UTK
summer/fall 73
Form M-1

I.D. NO.____

name: maiden: age:

MARRIED WIDOWED SEPARATED/DIVORCED SINGLE

have you been married before: Y N How many times: 1 2 3

how many children do you have: girls: boys:

please list your daughters:

name	pres. age	age left home	age married	present residence	miles from here

what is your husband's occupation:

WE WILL BE TALKING ABOUT YOU AND YOUR DAUGHTER [name(s)]

COMMENTS:

PLACE OF RESIDENCE--HISTORY

place of birth: distance from present residence:

if not H.C., when did you move to H.C.:

where were your parents born: mother:

father:

present residence: District No.: OPEN COUNTRY HAMLET VILLAGE

is it a farm: Y N what kind:

FORM M-2

have you ever lived anywhere besides H. C.: Y N how long:

where:

why did you return to H.C.:

where else have you lived: when:

when did you move into this house: are you settled here: Y N

if no, where are you thinking of moving:

why:

if you could move anywhere in the U.S., where would you go:

COMMENTS:

EDUCATION AND EMPLOYMENT HISTORY

how many years did you go to school: 1 2 3 4 5 6 7 8 9 10

11 12 other training:

do you like to read: V. MUCH YES NO CAN'T READ

do you like to write: V. MUCH YES NO CAN'T WRITE

where did you go to school: elementary:

high: other:

did you ever take home economics: Y N where:

what did you like best about it:

do you presently have a job: where:

how long have you worked there: how many hrs./wk:

have you had any other jobs: Y N

where: when: kind:

do you drive a car: Y N

FORM M-3

HEALTH

do you consider your health to be: EXCELLENT GOOD FAIR POOR

do you have specific illnesses or complaints: Y N

do you feel you are: OVERWEIGHT RIGHT WEIGHT UNDERWEIGHT

were you in good health when your children were living at home: Y N

did your children have good health:

were your children: FAT:

SKINNY:

RIGHT WEIGHT:

have you ever taken vitamin pills: Y N why:

did you give your children vitamin pills: Y N

why:

has the doctor ever put you on a special diet: Y N

what kind: LOSE WT. DIABETIC LOW SALT LOW FAT

when:

COMMENTS:

FORM M-4

FOOD PRACTICES

SHOPPING

who in your family does the grocery shopping: SELF HUSBAND

how often do you grocery shop: per month: 1 2 3

per week: 1 2 3 4 5 6 7

did you grocery shop MORE or LESS when your children lived at home

what day do you usually shop: S M Tu W Th F Sa

where do you usually shop:

why: CLOSE CHEAPER DELIVERS RELATIVE OWNS STORE

do you ever shop at big supermarkets outside H.C.: Y N

how often: what for:

what supermarkets: CAS WALKER

how do you get to the grocery store: OWN CAR/TRUCK WALK HIRE CHILDREN

how do you get your groceries home: CARRY CAR/TRUCK DELIVERY

when your daughter lived at home did she do the grocery shopping: Y N

did you tell her what to buy: Y N

(REPEAT QUESTION IF INTERVIEWING MORE THAN ONE DAUGHTER) (Over).

how much of the food that you serve in the summer do you buy:

LESS THAN HALF HALF MORE THAN HALF ALL

is this MORE or LESS than when your children lived at home.

how much of the food that you served in the winter time do you buy:

LESS THAN HALF HALF ORE THAN HALF ALL

is this MORE or LESS than when your children lived at home.

do you use Food Stamps: Y N

when you have some extra money are there special foods you buy: Y N

FORM M-5

what foods do you buy out of a vending machine: CANDY

POP SNACK TREATS GUM

where are the vending machines that you buy food out of:

GROCERY STORE GAS STATION HOSPITAL HEALTH DEPARTMENT

WORK

what are you doing about the increasing price of food:

OTHER COMMENTS:

FORM M-6

PAST-1

when your children were living at home, did your family:

eat breakfast together: ALL THE TIME MOST SELDOM NEVER Sa Sun

eat noon meal together: ALL THE TIME MOST SELDOM NEVER Sa Sun

eat supper together: ALL THE TIME MOST SELDOM NEVER Sa Sun

when your daughters lived at home, did they prepare meals:

(name) EVERYDAY SOMETIMES NEVER EMERGENCY/SICKNESS

(name) EVERYDAY SOMETIMES NEVER EMERGENCY/SICKNESS

did you teach your daughters how to cook: Y N

how did you do it:

did your daughters watch you cook or help in the kitchen:

(name) OFTEN FAIRLY OFTEN NOT VERY OFTEN NEVER

(name) OFTEN FAIRLY OFTEN NOT VERY OFTEN NEVER

did your daughters want to learn how to cook:

(name) Y N (Name) Y N

what age: what age:

COMMENTS:

when your children were small, did you let them: CHOOSE THEIR OWN FOOD

HELP THEM SELECT FOODS GIVE THEM A PLATE OF FOOD

did you make the children eat everything on their plate: Y N

how:

can you remember foods your daughters disliked: Y N

(name) foods:

(name) foods:

FORM M-7

when your children were small, who gave you advice on what to feed them:

MOTHER MOTHER-IN-LAW DOCTOR FRIENDS KIN

can you remember what were the first solid foods you gave the babies:

Y N

were your babies: BREAST FED BOTTLE FED

if your children were good, would you reward them with food: Y N S

what kind: CANDY COOKIES SODA POP

if your children were naughty would you punish them by keeping food away:

Y N

how: SENT TO BED W/O SUPPER NO DESSERT

COMMENTS

PRESENT

what is your favorite meal: B D S why:

do you think you are a good cook:

do you prepare biscuits for breakfast: Y N S

do you make your biscuits with: PLAIN FLOUR (leavening:)

SELF RISING FLOUR FROM A CAN FROM A MIX ( )

why do you make biscuits: LIKE THEM HUSBAND WANTS THEM
MOTHER ALWAYS DID

what brand of flour do you usually buy: WHITE LILY WHITE ROSE OK
SIFTED SNOW CHOICE

why do you buy that brand: CHEAPER ALWAYS HAVE MOTHER DID
ALL STORE HAS DOES THE BEST

what size sack do you usually buy: 2 lb. 5 lb. 10 lb. 25 lb.
50 lb. 100 lb.

why: CHEAPER USE LOTS DON'T USE MUCH BUGS NO STORAGE

FORM M-8

do you make cornbread: Y N EVERYDAY 5-6X WK 3-4X WK 1-2X WK

do you use: WHITE CORNMEAL YELLOW CORNMEAL MIX SELF RISING CORNMEAL

how do you eat cornbread: PLAIN WHITE BUTTER WITH JELLY WITH BEANS
WITH VEGETABLES WITH MILK

what kind of pan do you bake it in: BLACK IRON SKILLET OTHER PLAN

what size:

what brand of cornmeal do you buy: THREE RIVERS CHOICE EASY MIX
HOME GROUND

why: CHEAPER MOTHER DID ALWAYS HAVE ALL STORE HAS BEST

what size sack do you usually buy: 2 lb. 5 lb. 10 lb. 25 lb.

why: CHEAPER USE LOTS DON'T USE MUCH BUGS STORAGE

do you have pies: Y N HOMEMADE STORE BOUGHT

do you prefer: FRIED PIES BAKED PIES

what type of fat do you use in making pie crust: OIL VEGETABLE SHORT.
LARD BUTTER

what kind of PIE or COBBLERS or DEEPDISH PIES do you make:

APPLE BLACKBERRY CHOCOLATE CHERRY PEACH CHERRY BUTTERSCOTCH

have you ever TASTED or MADE a vinegar pie.

do you drink: SOUR MILK (BUTTERMILK) SWEET MILK (STORE BOUGHT)

COW'S MILK (FRESH RAW) DRY MILK NEVER DRINK MILK

what do you use for sweetening: SUGAR MOLASSES HONEY

SUCARYL OR OTHER DIET SWEETENER (if so, WHY:)

FORM M-9

do you get recipes from: FRIENDS MAGAZINES NEWSPAPERS MOTHER

MOTHER-IN-LAW DAUGHTER DAUGHTER-IN-LAW NUTRITION ASSISTANTS

what type of recipes do you try: ENTREE CASSEROLE DESSERT SALADS

VEGETABLE ANY

does your family usually like them: Y N S

does your husband think you are a good cook: Y N

do you fry: ALL YOUR FOOD MOST SOME A LITTLE NONE

do you bake: ALL YOUR FOOD MOST SOME A LITTLE NONE

do you boil: ALL YOUR FOOD MOST SOME A LITTLE NONE

did your mother:

fry: ALL YOUR FOOD MOST SOME A LITTLE NONE

bake: ALL YOUR FOOD MOST SOME A LITTLE NONE

boil: ALL YOUR FOOD MOST SOME A LITTLE NONE

do you run your kitchen the way your mother ran hers: Y N

do you can foods: Y N if no, why not:

where did you learn how to can: MOTHER SCHOOL EXTENSION AGENT

BOOKS

do you can because: LIKE THE WAY FOOD TASTES IT'S FUN SAVES MONEY

do you think you can MORE or LESS than your mother did.

do you freeze foods: Y N if no, why not:

where did you learn how to freeze foods: MOTHER SCHOOL
EXTENSION AGENT BOOKS

why do you freeze foods: LIKE THE WAY FOOD TASTES IT'S FUN
SAVES MONEY

FORM M-10

do you think you freeze MORE or LESS than your mother did.

do you dry foods: Y N if no, why not:

where did you learn how to dry foods: MOTHER SCHOOL EXTENSION AGENT
BOOKS

why do you dry foods: LIKE THE WAY FOOD TASTES IT'S FUN SAVES MONEY

do you think you dry MORE or LESS food than your mother did.

how many meals do you prepare each day: 1 2 3 4 5 6 7 8

does anyone else prepare meals: Y N who:

do you always cook the foods your husband likes: Y N

explain:

how much time do you spend preparing breakfast:

how much time do you spend preparing noon meal:

how much time do you spend preparing evening meal:

is it the same amount of time on Saturday or Sunday: Y N

is it the same in the summer and in the winter: Y N

do you believe in the saying "the way to a man's heart is through his
stomach": Y N

how often do you go to a restaurant to eat:

what meal do you usually eat out: B D S

what restaurant do you like to eat at:

what do you like to order when you go out to eat:

do you think you can tell how rich a person is by the food he eats:

Y N

FORM M-11

Does your family eat breakfast together: ALL THE TIME MOST SELDOM NEVER Sa Sun

noon meal together: ALL THE TIME MOST SELDOM NEVER Sa Sun

supper meal together: ALL THE TIME MOST SELDOM NEVER Sa Sun

do you prepare or eat any special foods:

at weddings: Y N what:

on Thanksgiving: Y N what:

on Christmas: Y N what:

on Easter: Y N what:

for Homecomings: Y N what:

for church/PTA/socials: Y N what:

for Sunday dinner: Y N what:

do you drink sodas or colas: Y N how often:

what kind do you like:

if diet, why:

do you give your children/grandchildren soda pop: Y N

what kinds do they like:

how often do they drink sodas:

if you work hard at something, do you give yourself a treat/reward:

Y N S what:

if you are lonely or feeling sorry for yourself, do you eat: Y N

what foods:

what do you do with your leftover foods:

what did your mother do:

FORM M-12

FOOD PREFERENCES

Do you like these foods:

Food	Reaction			If dislike, why
apples	L	D	DK	_____
apricots	L	D	DK	_____
banana	L	D	DK	_____
blackberries	L	D	DK	_____
blueberries	L	D	DK	_____
cantaloupe	L	D	DK	_____
cherries, sour	L	D	DK	_____
cherries, sweet	L	D	DK	_____
dewberries	L	D	DK	_____
grapes	L	D	DK	_____
huckleberries	L	D	DK	_____
kumquats	L	D	DK	_____
nectarines	L	D	DK	_____
oranges	L	D	DK	_____
peaches	L	D	DK	_____

Food	Reaction			If dislike, why
peaches	L	D	DK	_____
pears	L	D	DK	_____
pineapples	L	D	DK	_____
plums	L	D	DK	_____
raspberries	L	D	DK	_____
rhubarb	L	D	DK	_____
strawberries	L	D	DK	_____
watermelon	L	D	DK	_____

FORM M-13

apple juice/cider	L	D	DK	_____
grape juice	L	D	DK	_____
grapefruit juice	L	D	DK	_____
Hawaiian punch	L	D	DK	_____
orange juice	L	D	DK	_____
prune juice	L	D	DK	_____
Tang	L	D	DK	_____
tomato juice	L	D	DK	_____
apple pie	L	D	DK	_____
blackberry pie	L	D	DK	_____
chess pie	L	D	DK	_____
pecan pie	L	D	DK	_____
brownies	L	D	DK	_____
cookies	L	D	DK	_____

Food	Reaction			If dislike, why
molasses cake	L	D	DK	_____
stack cake	L	D	DK	_____
custard	L	D	DK	_____
fruit cobbler	L	D	DK	_____
gelatin dessert (jello)	L	D	DK	_____
pudding	L	D	DK	_____
whipped topping	L	D	DK	_____

FORM M-14

Great white northern beans	L	D	DK	_____
green string beans	L	D	DK	_____
kidney beans	L	D	DK	_____
lima beans	L	D	DK	_____
mixed beans	L	D	DK	_____
navy beans	L	D	DK	_____
pickled beans	L	D	DK	_____
pinto beans	L	D	DK	_____
shelly beans	L	D	DK	_____
shuckie beans	L	D	DK	_____
broccoli	L	D	DK	_____
brussel sprouts	L	D	DK	_____
cabbage, raw	L	D	DK	_____
kraut	L	D	DK	_____
cauliflower	L	D	DK	_____

Food	Reaction			If dislike, why
cressie greens	L	D	DK	_____
collards	L	D	DK	_____
dock	L	D	DK	_____
kale	L	D	DK	_____
lambs quarter	L	D	DK	_____
lettuce	L	D	DK	_____
mustard greens	L	D	DK	_____
poke sallat	L	D	DK	_____
spinach	L	D	DK	_____
turnip greens	L	D	DK	_____
black eyed peas	L	D	DK	_____
field peas	L	D	DK	_____
green peas (English)	L	D	DK	_____
potato cakes	L	D	DK	_____

FORM M-15

french fries	L	D	DK	_____
mashed potatoes (whipped potatoes)	L	D	DK	_____
potato salad	L	D	DK	_____
potato soup	L	D	DK	_____
asparagus	L	D	DK	_____
celery	L	D	DK	_____
corn, yellow	L	D	DK	_____

Food	Reaction			If dislike, why
corn, white	L	D	DK	_____
cucumbers	L	D	DK	_____
sweet pickles	L	D	DK	_____
sour pickles	L	D	DK	_____
cushaw	L	D	DK	_____
onions	L	D	DK	_____
pepper, banana (mild)	L	D	DK	_____
pepper, green (sweet)	L	D	DK	_____
pepper (hot)	L	D	DK	_____
parsnips	L	D	DK	_____
pumpkin	L	D	DK	_____
radishes	L	D	DK	_____
squash, summer	L	D	DK	_____
squash, winter	L	D	DK	_____
sweet potatoes	L	D	DK	_____
turnips	L	D	DK	_____
vegetable soup	L	D	DK	_____

FORM M-16

ice cream	L	D	DK	_____
chili	L	D	DK	_____
corned beef	L	D	DK	_____
hamburgers	L	D	DK	_____
beef liver	L	D	DK	_____

Food	Reaction			If dislike, why
steak	L	D	DK	_____
beef stew	L	D	DK	_____
cheddar cheese	L	D	DK	_____
cream cheese	L	D	DK	_____
pimento cheese	L	D	DK	_____
deviled eggs	L	D	DK	_____
fried eggs	L	D	DK	_____
hard cooked (boiled) eggs	L	D	DK	_____
poached eggs	L	D	DK	_____
scrambled eggs	L	D	DK	_____
bass	L	D	DK	_____
catfish	L	D	DK	_____
drum	L	D	DK	_____
fish sticks	L	D	DK	_____
red eye/red horse	L	D	DK	_____
salmon patties	L	D	DK	_____
sardines	L	D	DK	_____
suckers	L	D	DK	_____
tuna	L	D	DK	_____
frog legs	L	D	DK	_____
ground hog	L	D	DK	_____

FORM M-17

Food	Reaction			If dislike, why
wild birds	L	D	DK	_____
possum	L	D	DK	_____
quail	L	D	DK	_____
rabbit	L	D	DK	_____
squirrel	L	D	DK	_____
raccoon	L	D	DK	_____
turtle	L	D	DK	_____
venison	L	D	DK	_____
bacon	L	D	DK	_____
bar-b-q	L	D	DK	_____
ham	L	D	DK	_____
country ham	L	D	DK	_____
pork liver	L	D	DK	_____
pork chops	L	D	DK	_____
ribs	L	D	DK	_____
sausage	L	D	DK	_____
chicken	L	D	DK	_____
chicken livers	L	D	DK	_____
duck	L	D	DK	_____
turkey	L	D	DK	_____
bologna	L	D	DK	_____
frankfurters (hot dogs)	L	D	DK	_____

Food	Reaction			If dislike, why
head cheese/souse	L	D	DK	_____
livermush	L	D	DK	_____
meat balls/meat loaf	L	D	DK	_____
peanut butter	L	D	DK	_____
pizza	L	D	DK	_____
salami	L	D	DK	_____

FORM M-18

bran cereal	L	D	DK	_____
cornflakes	L	D	DK	_____
cream of wheat	L	D	DK	_____
oatmeal	L	D	DK	_____
sugar coated cereals	L	D	DK	_____
your favorite cereals	L	D	DK	_____
biscuits	L	D	DK	_____
cornbread	L	D	DK	_____
french toast	L	D	DK	_____
waffles	L	D	DK	_____
rice	L	D	DK	_____
bean dumplings	L	D	DK	_____
chix 'n dumplings	L	D	DK	_____
fruit dumplings	L	D	DK	_____
macaroni and cheese	L	D	DK	_____
scrapple	L	D	DK	_____

Food	Reaction			If dislike, why
cinnamon	L	D	DK	_____
cloves	L	D	DK	_____
vanilla	L	D	DK	_____
allspice	L	D	DK	_____
nutmeg	L	D	DK	_____
garlic	L	D	DK	_____
snuff	L	D	DK	_____
tobacco	L	D	DK	_____

FORMS M-19, 20, 21 I.D. No.___

USUAL MEAL PATTERN

what does your family usually eat for: Visit: 1 2 3

BREAKFAST	MORN. SNACK	NOON	AFT. SNACK	SUPPER	NIGHT SNACK
time	time	time	time	time	time

what does your family usually drink:

does this change from summer to winter: V. MUCH SOMEWHAT NOT MUCH

how:

FORM M-22

Food commonly eaten:	Preparation method and seasoning
na Biscuits	Ba Water Cream Milk 1/2 and 1/2 SR Flour Can Mix Salt Pepper
na Cornbread	Ba SR Meal Milk Water Cream 1/2 and 1/2 Salt Pepper
na Potatoes	Cook Fry (fat) Salt Pepper
na Soupbeans	Cook Seasoning (kind) Salt Pepper
na Greenbeans	Cook Seasoning (kind) Salt Pepper
na Hamburger	Ba Fry (fat) Salt Pepper
na Eggs	Raw Cook Fry (fat) Salt Pepper
na Corn	Roast Cook Seasoning (kind) Salt Pepper
na Make a sandwich	(kind) Butter Mayonnaise Garnishes ( )
na Coffee	Perk Boiled Instant Cream Sugar
na Fix pork chops	Coating (kind) Fry (fat)
na Fix fish	Coating (kind) Fry (fat)
na Tea	Brew Instant Cream Sugar Lemon Hot Iced
na Make jelly/jam	Sure Gel Sugar
na Fix greens	Cook Seasoning (kind) Salt Pepper
na Fix meatloaf	Bake Ingred ( ) Salt Pepper

Food commonly eaten	Preparation method and seasoning
na Potato cakes	Ingred ( ) Salt Pepper
na Can tomatoes	(Procedure) Sugar Salt
na Can kraut	(Procedure) Vinegar Salt
na Gravy	Water Cream Milk 1/2 and 1/2

FORM M-23

PRODUCT CHECK

(This form not to be taken into home.)
Choice of product: Entree (canned chicken 'n dumplings or sausage pizza mix)
Bread (cornbread mix)
Dessert (raspberry Bundt cake mix or chocolate pudding cups)

cost of product chosen:

why homemaker chose that product:

RESEARCHER'S OBSERVATIONS:

homemaker was: EAGER POLITE to take the product.

RELUCTANT REFUSED

homemaker chose: QUICKLY ASKED WHICH PRODUCT WAS BEST

DEBATED BETWEEN ( ) AND ( )

LET RESEARCHER CHOOSE

CALL BACK: time elapsed:

homemaker: HAS TRIED PRODUCT NOT TRIED PRODUCT CAN'T REMEMBER

homemaker served it: B D S AFT. SNACK MORN. SNACK NT. SNACK

homemaker: LIKED V. MUCH OK DIDN'T LIKE

husband: LIKED V. MUCH OK DIDN'T LIKE

children: LIKED V. MUCH OK DIDN'T LIKE

homemaker told: MOTHER DAUGHTER FRIENDS NOBODY about the product.

the homemaker prepared the food by:

OTHER COMMENTS:

FORM M-24

COMMUNICATION

MASS MEDIA

do you have a television set: BLACK AND WHITE COLOR NO

when did you get your first television set:

where did you get the tv: BOUGHT IT GIFT FROM PARENTS

GIFT FROM ( )

what room is the television kept in:

do you watch tv while you eat: Y N S

do you watch tv food commercials: Y N S

do you ever buy the any of the food you see advertised: Y N

what:

do you watch tv in the daytime: Y N S

which shows: QUIZ SOAP OPERAS/STORIES OTHERS

what is your favorite daytime show:

what is your favorite nighttime show:

what channels can you get on the tv:

RADIO

do you have a radio: AM FM AM/FM NO

do you have a radio in the kitchen: Y N

do you listen to the radio when you cook: Y N S

do you listen to the radio when you eat: Y N S

do you ever hear programs on foods or nutrition on the radio: Y N

COMMENTS:

FORM M-25

MAGAZINES

list the magazines found in the home: where did you get them:

1. _____

2. _____

3. _____

CONTINUE ON BACK SIDE IF NECESSARY.

what do you like to read in the magazines:

do you ever read articles about: HEALTH or DIET or NUTRITION

NEWSPAPERS

list the newspapers found in the home: where do you get them:

1. Claiborne Progress (weekly)
2. Citizen's Tribune Morristown (day)
3. Observer Tazewell-N. Taz. (weekly)
4. Knoxville News Sentinel (day)
5. Knoxville Journal (day)
6. Other:

CONTINUE ON BACK SIDE IF NECESSARY.

what sections of the newspaper do you read: NEWS SPORTS WOMEN'S RECIPES DEAR ABBY DOCTOR'S COLUMN FUNNIES

FORM M-26

do you read the food ads in the newspapers: Y N S

do you ever use the coupons that you find in the newspaper or magazines: Y N

list the cookbooks that you have:

Cookbook	Where Did You Get It	Do You Use It	What For
1.			
2.			
3.			

FORM M-27

MOTHER-DAUGHTER COMMUNICATION

(One form for each daughter)

DAUGHTER'S CODE NO. _____

*do you have a telephone: PRIVATE NO. PARTIES ( ) NO

do you call your daughter: Y N how often:

why do you usually call her:

does your daughter call you: Y N how often:

why does she usually call:

does she ever call you to get a recipe: Y N what kind:

*how often do you visit your daughter's home:

what day do you usually go: S M Tu W Th F Sa

how do you usually get there:

do you go for a purpose other than visiting: Y N what:

do you ever cook at your daughter's home: Y N how often:

what do you prepare:

-do you ever eat at your daughter's: Y N how often:

-do you ever take food to your daughter's: Y N

what:

*how often does your daughter visit you:

how does she usually come:

how long does she usually stay:

what day does she usually come: S M Tu W Th F Sa

does she eat at your home: Y N

is there any food that she asks that you prepare especially: Y N

what:

does your daughter ever bring food: Y N how often:

what kind/amounts:

FORM M-28

does your daughter ever cook at your home: Y N how often:

what does she cook:

do you babysit with your daughter's children: Y N how often:

do you feed the children: Y N meals: B D S SNACKS

do you ever grocery shop with your daughter: Y N how often:

do you ever write letters to your daughter: Y N how often:

does your daughter write letters to you: Y N how often:

do you ever give recipes to your daughter: Y N

are they: OLD FAMILY FAVORITES NEW

what kind are they: ENTREES VEGETABLES DESSERT

does your daughter give new recipes to you: Y N

what kinds:

COMMENTS:

which of your children do you have closest ties with:

do/did you have closer ties with your own mother than your daughter does with you:

(name) Y N (name) Y N

FORM M-29

DAILY ACTIVITY FORM

A.M.

Time	Activity	If food related, describe

FORM M-30

P.M.

FORM M-31

ENVIRONMENTAL FACTORS

HOUSING

general description:

general condition of exterior:

general condition of interior:

no. rooms in house:

general description of plumbing:

toilet: IN HOUSE OUT HOUSE DISTANCE FROM HOUSE:

pipes, general description:

cold water, in house: KITCHEN BATHROOM BASEMENT

hot water, in house: KITCHEN BATHROOM BASEMENT

cold water, outside: distance from house:

other water source, general description:

STREAM: distance from house:

WELL distance from house:

POND distance from house:

if need to carry water into the house, what is it carried in:

who carries the water:

OTHER COMMENTS:

FORM M-32

FUEL

what fuel is used in the home: ELECTRICITY WOOD COAL OIL

what is the cost of fuel:

what are its uses:

KITCHEN

general description:

size:

description of cupboards:

description of counter/work area:

description of table:

FOOD STORAGE

in kitchen:

in dairy/fruit cellar:

in attic:

FORM M-33

in the smokehouse:

in others:

EATING SPACE

in kitchen:

in dining room:

other:

KITCHEN EQUIPMENT

stove: WOOD ELECTRIC GAS

description of stove:

refrigerator: ELECTRIC GAS

with freezer: Y N

description of refrigerator:

separate large freezer: Y N

description of freezer:

location of freezer:

sink: WITH WATER WITHOUT WATER

ONE SINK DOUBLE SINK

general description of sink:

garbage disposal: Y N description:

automatic dishwasher: Y N description:

COMMENTS:

FORM M-34

GARDEN

size of garden: distance to house:

no. of plots:

how is garden plowed: MULE/PLOW HAND HOE/SPADE HIRED TRACTOR

crops planted this year:

vegetables:

fruits:

fruit trees: APPLE PEACH CHERRY, SWEET CHERRY, SOUR PEAR PLUM GRAPES

milk cow: Y N Number:

make butter: Y N

beef cattle for home eating: Y N Number:

hogs: Y N Number:

chickens: Y N Number:

eggs: Y N Number:

COMMENTS:

FORM M-35

do you sell any of the food you produce: Y N

do you trade any of the food you produce: Y N

for what:

do you give any of the food you produce to FRIENDS or RELATIVES:

what foods: to whom:

vegetables:

fruit:

beef:

pork:

chickens:

eggs:

molasses:

do you give any of the food you produce to your daughter: Y N

do you harvest the foods for her: Y N

do you put up the foods for her: Y N

freeze can dry pickle cure

FORM M-37

KITCHEN UTENSILS

na	Can opener	Y	N	S	B	D	G	elec	manual	
na	Measuring cups	Y	N	S	B	D	G	plastic	metal	glass
na	Measuring spoons	Y	N	S	B	D	G	plastic	metal	
na	Mixer	Y	N	S	B	D	G	elec	manual	
na	Coffee mill	Y	N	S	B	D	G			
na	Potato peeler	Y	N	S	B	D	G			
na	Pressure cooker	Y	N	S	B	D	G			
na	Pressure canner	Y	N	S	B	D	G			

na	Electric blender	Y	N	S	B	D	G			
na	Mixing spoons	Y	N	S	B	D	G	plastic	metal	wood
na	Mixing bowls	Y	N	S	B	D	G	plastic	metal	glass
na	Coffee pot	Y	N	S	B	D	G	elec	alum	
na	Toaster	Y	N	S	B	D	G			
na	Electric fry pan	Y	N	S	B	D	G			
na	Sifter	Y	N	S	B	D	G			
na	Sieve	Y	N	S	B	D	G			
na	Pancake turner	Y	N	S	B	D	G	plastic	metal	
na	Rubber spatula	Y	N	S	B	D	G			
na	Waffle iron	Y	N	S	B	D	G			
na	Grater	Y	N	S	B	D	G			
na	Kraut cutter	Y	N	S	B	D	G			
na	Knives	Y	N	S	B	D	G	paring	butcher	
na	Pie plates	Y	N	S	B	D	G	glass	metal	alum
na	Bread pans	Y	N	S	B	D	G	iron	alum	
na	Churn	Y	N	S	B	D	G	elec	manual	
na	Over	lists:_____								

are there any utensils you would like to have: Y N

have you given any utensils to your daughter/daughters: Y N

were they: no longer needed new

FORM M-38

MODERNITY

1. Do you agree that married children should live close to their parents?

   strongly agree agree neither agree or disagree disagree

   strongly disagree

2. Do you think it is the responsibility of married children to be with parents in the time of serious illness--even if they must travel many miles?

   strongly agree agree neither agree or disagree disagree

   strongly disagree

3. Do you feel that as many activities as possible should be shared by married children and their parents?

   strongly agree agree neither agree or disagree disagree

   strongly disagree

4. Do you think children of elderly parents have as much responsibility for the welfare of their parents as they have for the welfare of their own children?

   strongly agree agree neither agree or disagree disagree

   strongly disagree

5. Do you think old timey ways are the best?

   strongly agree agree neither agree or disagree disagree

   strongly disagree

Interviewer's comments:

APPENDIX B

INTERVIEW SCHEDULE FOR FIELD STUDY--ADULT DAUGHTER

DEMOGRAPHIC DATA

Kolasa/MAB
FSFAS/CHE/UTK
summer/fall 73
FORM D-1

I.D. NO._____

name: maiden: age:

MARRIED WIDOWED SEPARATED/DIVORCED SINGLE

have you been married before: Y N how many times: 1 2 3

how many children do you have: girls: boys:

at what age did you marry: what age was your husband:

did you leave home before you married: Y N age:

what is your husband's occupation:

PLACE OF RESIDENCE--HISTORY

place of birth: distance from pres. residence:

where were your parents born: mother:

father:

present residence:

OPEN COUNTRY HAMLET VILLAGE CITY (NAME) FARM

are you settled here: Y N

where are you thinking of moving:

why:

if you could move anywhere in the U.S., where would you go:

why:

when did you move into this house:

where else have you lived: how long:

have you ever lived in another state: Y N which:

why did you come back:

COMMENTS:

FORM D-2

how far do you live from your: mother: mother-in-law:

after you were married, did you ever live with:

your parents: Y N

your husband's parents: Y N

EDUCATION AND EMPLOYMENT HISTORY

how many years did you go to school: 1 2 3 4 5 6 7 8 9 10 11 12 other training:

do you read: V. MUCH YES NO CAN'T READ

do you write: V. MUCH YES NO CAN'T READ

where did you go to school: elementary:

high: other:

did you ever take home economics: Y N where:

what did you like best about it:

do you presently have a job: where:

how long have you worked there: how many hrs./wk:

have you had any other jobs: Y N

where: when: kind:

do you drive a car: Y N

HEALTH

do you consider your health: EXCELLENT GOOD FAIR POOR

specific illnesses/complaints: Y N

do you feel you are: OVERWEIGHT RT. WEIGHT UNDERWEIGHT

how was your health as a child: EXCELLENT GOOD FAIR POOR

as a child were you: FAT SKINNY AVERAGE WT.

has the doctor ever put you on a special diet: Y N

why:

have you ever taken vitamin pills: Y N why:

COMMENTS:

FORM D-3

FOOD PRACTICES

SHOPPING

Who in your family does the grocery shopping: SELF HUSBAND

how often do you grocery shop: per month: 1 2 3

per week: 1 2 3 4 5 6 7

what day do you usually shop: S M Tu W Th F Sa

where do you usually shop:

why: CLOSE CHEAPER DELIVERS RELATIVE OWNS STORE

MOTHER SHOPPED THERE

do you ever shop at big supermarkets (outside of H.C.) like: Y N

CAS WALKERS KROGER GIANT

how often: what for:

how do you get to the grocery store: OWN CAR/TRUCK WALK HIRE

how do you get the groceries home: CARRY DELIVER

when you lived with your mother, did you do the grocery shopping:

Y N S

how often:

how much of your food do you buy in the summer time: LESS THAN HALF

HALF MORE THAN HALF ALL

how much of your food do you buy in the winter time:

LESS THAN HALF HALF MORE THAN HALF ALL

do you use Food Stamps: Y N S

when you have some extra money are there special foods you buy: Y N

what foods or drinks do you buy out of vending machines:

where are the vending machines:

what are you doing about the increasing price of food:

COMMENTS:

FORM D-4

PAST

do you generally eat the way you did at home: V. SIMILAR SIMILAR

NOT V. SIMILAR NOT AT ALL

how is it different:

when you lived at home did you prepare meals: EVERYDAY SOMETIMES

NEVER EMERGENCY/SICKNESS

did your mother try to teach you to cook: Y N

how did she do it:

did you watch your mother or help in the kitchen:

OFTEN FAIRLY OFTEN NOT VERY OFTEN NEVER

did you have any jobs in the kitchen to do: Y N

did you want to learn how to cook: V. MUCH YES SOMEWHAT NO

at what age: 1 2 3 4 5 6 7 8 9 10 11 12 13 14

15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

when you were little, if you were good, did your mother reward you with food: Y N what:

if you were bad, did she punish you by taking food away: Y N S

how: BED W/O SUPPER NO DESSERT

PRESENT

what is your favorite meal: B D S why:

do you think you are a good cook:

do you prepare biscuits for breakfast: Y N S

do you make your biscuits with: PLAIN FLOUR (Leavening:)

SELF RISING FLOUR FROM A CAN FROM A MIX ( )

FORM D-5

why do you make biscuits: LIKE THEM HUSBAND WANTS THEM

MOTHER ALWAYS DID

what brand of flour do you usually buy: WHILE LILY WHITE ROSE

OK SIFTED SNOW PILLSBURY

why do you buy that brand: CHEAPER ALWAYS HAVE MOTHER DID

ALL STORE HAS BEST

what size sack do you usually buy: 2 lb. 5 lb. 10 lb. 25 lb.

50 lb.

why: CHEAPER USE LOTS DON'T USE MUCH BUGS NO STORAGE

do your children help you cook: Y N S how:

do you let your children: CHOOSE OWN FOOD HELP SELECT GIVE THEM FOOD

do you make your children eat everything on their plate: Y N S

how:

do your children dislike any foods: Y N what:

Who has given you advise on feeding children: MOTHER DOCTOR

MOTHER-IN-LAW FRIENDS KIN SISTER

what were the first solid foods you gave babies:

do you think it is fun to show children how to do things: Y N

do you think older people dislike changing the ways they do things:

Y N

if your children are good, do you reward them with food: Y N S

what: CANDY COOKIES SODA POP

if your children are bad, do you punish them by keeping food away:

Y N S how: BED W/O SUPPER NO DESSERT

do you think your mother is a good cook: Y N

do you think your husband's mother is a good cook: Y N

COMMENTS:

FORM D-6 is identical to FORM M-8 (Appendix A).
FORM D-7 is identical to FORM M-9 (Appendix A).
FORM D-8 is identical to FORM M-10 (Appendix A).
FORM D-9 is identical to FORM M-11 (Appendix A).

FORM D-10

FOOD PREFERENCE

Do you like any of these foods:

Food	Reaction			M.R.		If dislike why/exposure
apples	L	D	DK	MD	MDK	_____
apricots	L	D	DK	MD	MDK	_____
banana	L	D	DK	MD	MDK	_____
blackberries	L	D	DK	MD	MDK	_____
blueberries	L	D	DK	MD	MDK	_____
cantaloupe	L	D	DK	MD	MDK	_____
cherries, sour	L	D	DK	MD	MDK	_____
cherries, sweet	L	D	DK	MD	MDK	_____
dewberries	L	D	DK	MD	MDK	_____
grapes	L	D	DK	MD	MDK	_____
huckleberries	L	D	DK	MD	MDK	_____
kumquats	L	D	DK	MD	MDK	_____
nectarines	L	D	DK	MD	MDK	_____
oranges	L	D	DK	MD	MDK	_____
peaches	L	D	DK	MD	MDK	_____
pears	L	D	DK	MD	MDK	_____
pineapple	L	D	DK	MD	MDK	_____
plums	L	D	DK	MD	MDK	_____
raspberries	L	D	DK	MD	MDK	_____
strawberries	L	D	DK	MD	MDK	_____
watermelon	L	D	DK	MD	MDK	_____

FORM D-11

Food	Reaction	M.R.	If dislike why/exposure
apple juice/cider	L D DK	MD MDK	_____
grape juice	L D DK	MD MDK	_____
grapefruit juice	L D DK	MD MDK	_____
Hawaiian punch	L D DK	MD MDK	_____
orange juice	L D DK	MD MDK	_____
prune juice	L D DK	MD MDK	_____
Tang	L D DK	MD MDK	_____
tomato juice	L D DK	MD MDK	_____
apple pie	L D DK	MD MDK	_____
blackberry pie	L D DK	MD MDK	_____
chess pie	L D DK	MD MDK	_____
pecan pie	L D DK	MD MDK	_____
brownies	L D DK	MD MDK	_____
cookies	L D DK	MD MDK	_____
molasses cake	L D DK	MD MDK	_____
stack cake (fruit)	L D DK	MD MDK	_____
custard	L D DK	MD MDK	_____
fruit cobbler	L D DK	MD MDK	_____
gelatin dessert (jello)	L D DK	MD MDK	_____
pudding	L D DK	MD MDK	_____
whipped topping	L D DK	MD MDK	_____

FORM D-12

Food	Reaction			M.R.		If dislike why/exposure
Great white northern beans	L	D	DK	MD	MDK	_____
green string beans	L	D	DK	MD	MDK	_____
kidney beans	L	D	DK	MD	MDK	_____
lima beans	L	D	DK	MD	MDK	_____
mixed beans	L	D	DK	MD	MDK	_____
navy beans	L	D	DK	MD	MDK	_____
pickled beans	L	D	DK	MD	MDK	_____
pinto beans	L	D	DK	MD	MDK	_____
shelly beans	L	D	DK	MD	MDK	_____
shuckie beans	L	D	DK	MD	MDK	_____
broccoli	L	D	DK	MD	MDK	_____
brussel sprouts	L	D	DK	MD	MDK	_____
cabbage, raw	L	D	DK	MD	MDK	_____
kraut	L	D	DK	MD	MDK	_____
cauliflower	L	D	DK	MD	MDK	_____
cressie greens	L	D	DK	MD	MDK	_____
collards	L	D	DK	MD	MDK	_____
dock	L	D	DK	MD	MDK	_____
kale	L	D	DK	MD	MDK	_____
lambs quarter	L	D	DK	MD	MDK	_____
lettuce	L	D	DK	MD	MDK	_____
mustard greens	L	D	DK	MD	MDK	_____

Food	Reaction	M.R.	If dislike why/exposure
poke sallat	L D DK	MD MDK	_____
spinach	L D DK	MD MDK	_____
turnip greens	L D DK	MD MDK	_____
black eyed peas	L D DK	MD MDK	_____
field peas	L D DK	MD MDK	_____
green peas (English peas)	L D DK	MD MDK	_____
potato caks	L D DK	MD MDK	_____

FORM D-13

french fries	L D DK	MD MDK	_____
mashed potatoes	L D DK	MD MDK	_____
potato salad	L D DK	MD MDK	_____
potato soup	L D DK	MD MDK	_____
asparagus	L D DK	MD MDK	_____
celery	L D DK	MD MDK	_____
corn, yellow	L D DK	MD MDK	_____
corn, white	L D DK	MD MDK	_____
cucumbers	L D DK	MD MDK	_____
sweet pickles	L D DK	MD MDK	_____
sour pickles	L D DK	MD MDK	_____
cushaw	L D DK	MD MDK	_____
onions	L D DK	MD MDK	_____
pepper, banana (mild)	L D DK	MD MDK	_____

Food	Reaction	M.R.	If dislike why/exposure
pepper, green (sweet)	L D DK	MD MDK	_____
parsnips	L D DK	MD MDK	_____
pumpkin	L D DK	MD MDK	_____
radishes	L D DK	MD MDK	_____
squash	L D DK	MD MDK	_____
sweet potatoes	L D DK	MD MDK	_____
turnips	L D DK	MD MDK	_____
vegetable soup	L D DK	MD MDK	_____
FORM D-14			
ice cream	L D DK	MD MDK	_____
chili	L D DK	MD MDK	_____
corned beef	L D DK	MD MDK	_____
hamburgers	L D DK	MD MDK	_____
beef liver	L D DK	MD MDK	_____
steak	L D DK	MD MDK	_____
beef stew	L D DK	MD MDK	_____
cheddar cheese	L D DK	MD MDK	_____
cream cheese	L D DK	MD MDK	_____
pimento cheese	L D DK	MD MDK	_____
deviled eggs	L D DK	MD MDK	_____
fried eggs	L D DK	MD MDK	_____
hard cooked (boiled) eggs	L D DK	MD MDK	_____

Food	Reaction	M.R.	If dislike why/exposure
poached eggs	L D DK	MD MDK	_____
scrambled eggs	L D DK	MD MDK	_____
bass	L D DK	MD MDK	_____
catfish	L D DK	MD MDK	_____
drum	L D DK	MD MDK	_____
fish sticks	L D DK	MD MDK	_____
red eye/red horse	L D DK	MD MDK	_____
salmon patties	L D DK	MD MDK	_____
sardines	L D DK	MD MDK	_____
suckers	L D DK	MD MDK	_____
tuna	L D DK	MD MDK	_____
frog legs	L D DK	MD MDK	_____
ground hog	L D DK	MD MDK	_____

FORM D-15

wild birds	L D DK	MD MDK	_____
possum	L D DK	MD MDK	_____
rabbit	L D DK	MD MDK	_____
squirrel	L D DK	MD MDK	_____
raccoon	L D DK	MD MDK	_____
turtle	L D DK	MD MDK	_____
venison	L D DK	MD MDK	_____
bacon	L D DK	MD MDK	_____
bar-b-q	L D DK	MD MDK	_____

Food	Reaction	M.R.	If dislike why/exposure
ham	L D DK	MD MDK	_____
country ham	L D DK	MD MDK	_____
pork liver	L D DK	MD MDK	_____
pork chops	L D DK	MD MDK	_____
ribs	L D DK	MD MDK	_____
sausage	L D DK	MD MDK	_____
chicken	L D DK	MD MDK	_____
chicken livers	L D DK	MD MDK	_____
duck	L D DK	MD MDK	_____
turkey	L D DK	MD MDK	_____
bologna	L D DK	MD MDK	_____
frankfurters (hot dogs)	L D DK	MD MDK	_____
head cheese/souse meat	L D DK	MD MDK	_____
livermush	L D DK	MD MDK	_____
meat balls/meat loaf	L D DK	MD MDK	_____
peanut butter	L D DK	MD MDK	_____
pizza	L D DK	MD MDK	_____
salami	L D DK	MD MDK	_____

FORM D-16

bran cereal	L D DK	MD MDK	_____
corn flakes	L D DK	MD MDK	_____
cream of wheat	L D DK	MD MDK	_____
oatmeal	L D DK	MD MDK	_____

Food	Reaction	M.R.	If dislike why/exposure
sugar coated cereals	L D DK	MD MDK	_____
your favorite cereal	L D DK	MD MDK	_____
biscuits	L D DK	MD MDK	_____
cornbread	L D DK	MD MDK	_____
french toast	L D DK	MD MDK	_____
waffles	L D DK	MD MDK	_____
rice	L D DK	MD MDK	_____
bean dumplings	L D DK	MD MDK	_____
chix 'n dumplings	L D DK	MD MDK	_____
fruit dumplings	L D DK	MD MDK	_____
macaroni and cheese	L D DK	MD MDK	_____
scrapple	L D DK	MD MDK	_____
cinnamon	L D DK	MD MDK	_____
cloves	L D DK	MD MDK	_____
vanilla	L D DK	MD MDK	_____
allspice	L D DK	MD MDK	_____
nutmeg	L D DK	MD MDK	_____
garlic	L D DK	MD MDK	_____
snuff	L D DK	MD MDK	_____
tobacco	L D DK	MD MDK	_____

FORMS D-17, 18, 19 are identical to FORMS M-19, 20, 21 (Appendix A).
FORM D-20 is identical to FORM M-22 (Appendix A).
FORM D-21 is identical to FORM M-23 (Appendix A).
FORM D-22 is identical to FORM M-24 (Appendix A).
FORM D-23 is identical to FORM M-25 (Appendix A).
FORM D-24 is identical to FORM M-26 (Appendix A).

FORM D-25

MOTHER-DAUGHTER COMMUNICATION

do you have a telephone: Y N PRIVATE NO. PARTIES

do you call your mother: Y N how often:

why do you usually call her:

do you ever call to ask for a recipe: Y N what kind:

does your mother call you: Y N how often:

why does she usually call you:

*how often do you visit your mother:

what day do you usually go: S M Tu W Th F Sa

how do you usually get there:

why do you go:

*do you ever eat at your mother's home: Y N how often:

what do you eat at your mother's home that you do not eat at home:

do you ever cook at your mother's home: Y N how often:

what do you prepare:

do you ever take food to your mother's home: Y N how often:

what kind:

*how often do you visit your husband's mother:

what day do you usually go: S M Tu W Th F Sa

how do you usually get there:

why do you go:

do you ever eat at her house: Y N how often:

what do you eat at her house that you don't eat at home:

do you cook at her home: Y N how often:

do you ever take food to her: Y N how often:

what kind:

FORM D-26

how often does your mother visit you:

how does she usually come: OWN CAR PICK HER UP

how long does she usually stay:

what day does she usually come: S M Tu W Th F Sa

does she eat at your home: Y N how often:

does your mother ever bring food: Y N how often:

what kind/amount:

does your mother bring candy/cookies or other treats for the grandchildren: Y N what:

*how often does your husband's mother visit you:

how does she usually come: OWN CAR PICK HER UP

how long does she usually stay:

does she eat at your house: Y N how often:

does she ever bring you food: Y N how often:

what kind/amount:

does she ever bring candy/cookies/gum or other treats for the grandchildren: Y N what:

do you ever grocery shop with your husband's mother: Y N

how often:

*do you write letters to your mother: Y N how often:

does your mother write letters to you: Y N how often:

do you ever ask your mother for recipes: Y N

are they: OLD FAMILY FAVORITES NEW

what kinds: ENTREES VEGETABLES DESSERT

do you ever give new recipes to your mother: Y N

what kinds:

have you ever given your mother a cookbook as a present: Y N

name:

FORM D-27

do you ever write letters to your husband's mother: Y N

how often:

do you ever ask for recipes: Y N

are they: OLD FAMILY FAVORITES NEW

what kinds: ENTREES VEGETABLES DESSERT

have you ever given your husband's mother a cookbook as a present:

Y N

name:

do you have closer ties with OWN MOTHER HUSBAND'S MOTHER

COMMENTS:

FORM D-28 is identical to FORM M-29 (Appendix A).
FORM D-29 is identical to FORM M-30 (Appendix A).
FORM D-30 is identical to FORM M-31 (Appendix A).
FORM D-31 is identical to FORM M-32 (Appendix A).
FORM D-32 is identical to FORM M-33 (Appendix A).
FORM D-33 is identical to FORM M-34 (Appendix A).
FORM D-34 is identical to FORM M-35 (Appendix A).

FORM D-35

do you bake CAKES PIES BREADS COOKIES for your mother: Y N

OTHER COMMENTS:

FORM D-36

KITCHEN UTENSILS

na	Can opener	Y	N	S	B	M	HM	G	elec manual
na	Measuring spoons	Y	N	S	B	M	HM	G	plastic metal
na	Measuring cups	Y	N	S	B	M	HM	G	plastic metal glass
na	Mixer	Y	N	S	B	M	HM	G	elec manual
na	Coffee mill	Y	N	S	B	M	HM	G	
na	Potato peeler	Y	N	S	B	M	HM	G	
na	Pressure cooker	Y	N	S	B	M	HM	G	
na	Pressure canner	Y	N	S	B	M	HM	G	
na	Electric blender	Y	N	S	B	M	HM	G	
na	Mixing spoons	Y	N	S	B	M	HM	G	plastic metal wood
na	Mixing bowls	Y	N	S	B	M	HM	G	plastic metal glass
na	Coffee pot	Y	N	S	B	M	HM	G	elec alum
na	Toaster	Y	N	S	B	M	HM	G	
na	Electric fry pan	Y	N	S	B	M	HM	G	
na	Sifter	Y	N	S	B	M	HM	G	
na	Sieve	Y	N	S	B	M	HM	G	
na	Pancake turner	Y	N	S	B	M	HM	G	plastic metal
na	Rubber spatula	Y	N	S	B	M	HM	G	
na	Waffle iron	Y	N	S	B	M	HM	G	

na	Grater	Y	N	S	B	M	HM	G		
na	Kraut cutter	Y	N	S	B	M	HM	G		
na	Knives	Y	N	S	B	M	HM	G	paring	butcher
na	Pie plates	Y	N	S	B	M	HM	G	glass	metal alum
na	Bread pans	Y	N	S	B	M	HM	G	iron	alum
na	Churn	Y	N	S	B	M	HM	G	electric	
na	Over	lists:								

are there any utensils you would like to have: Y N

have you ever given any utensils to your mother: Y N

were they: NO LONGER NEEDED NEW

FORM D-37 is identical to FORM M-38 (Appendix A).

APPENDIX C

INTERVIEW SCHEDULE FOR RANDOM SAMPLE SURVEY

Kolasa/MAB
FSFSA/CHE/UTK
summer/fall 73
FORM R-1

I.D. NO._____

name: age:

how many children do you have: girls: boys:

please list where they live:

your place of birth:

have you ever lived anywhere besides H.C.: Y N

if you could, where would you move:

why:

where does/did your mother live:

where does/did your father live:

what grade did you finish in school: 0 1 2 3 4 5 6 7 8 9 10 11 12

where do you like to do most of your grocery shopping:

why:

who does most of the shopping:

how often:

do you have a tv: B and W COLOR NO

what is your favorite show: DAYTIME: NIGHT:

do you ever watch tv while you are eating: Y N

do you have a radio: Y N

do you listen while you: COOK EAT

do you get any newspapers: Y N

do you get any magazines: Y N

do you have any cookbooks: Y N

do you use the cookbooks: Y N

FORM R-2

do you know how to drive: Y N

do you work: Y N

do you have a telephone: Y N

do you like any of these foods:

FISH	L	D	DK	BEEF	L	D	DK
PORK	L	D	DK	TEA	L	D	DK
SOUP BEANS	L	D	DK	POTATOES	L	D	DK
GREEN BEANS	L	D	DK	WILD GAME	L	D	DK
FRUIT	L	D	DK	GREENS	L	D	DK
CHEESE	L	D	DK	MILK	L	D	DK
PIZZA	L	D	DK	SWEETS	L	D	DK
CEREAL	L	D	DK	COFFEE	L	D	DK
SODAS	L	D	DK fav.:	EGGS	L	D	DK

who taught you how to cook: MOTHER SELF OTHER

do you have a garden: Y N

do you have a large freezer: Y N

do you ever go to a restaurant to eat: Y N

GREEN TOP INN ROCK HUT DRUG STORE KENTUCKY FRIED CHICKEN

OTHER

do you give things from your garden to your: MOTHER DAUGHTER

do you make your biscuits with: FLOUR SELF RISING FLOUR CAN MILK WATER 1/2 AND 1/2 CREAM

do you make your gravy with: MILK WATER CREAM COMBINATION

do you: FRY BAKE COOK most of your food

what kind of fat do you use in frying: FATBACK BACON GREASE HYDROGENATED SHORTENING OIL BUTTER LARD MARGARINE

what are you doing about the increased price of food/what do you think about the high price of food:

FORM R-3 is identical to FORM M-14 (Appendix A).
FORM R-4 is identical to FORM M-31 (Appendix A).
FORM R-5 is identical to FORM M-32 (Appendix A).
FORM R-6 is identical to FORM M-33 (Appendix A).
FORM R-7 is identical to FORM M-34 (Appendix A).
FORM R-8 is identical to FORM M-35 (Appendix A).

FORM R-9

do you bake CAKES PIES BREADS COOKIES for your mother or daughter: Y N

OTHER COMMENTS:

APPENDIX D

PROCEDURES FOR SELECTION OF RANDOM SAMPLE SURVEY RESPONDENTS

1. Obtained the most current road map of Hancock County from the Tennessee Department of Highways.

   "General Highway Map, HANCOCK COUNTY, TENNESSEE, prepared by the Tennessee Department of Highways Research and Planning Division, in cooperation with the U. S. Department of Transportation Federal Highway Administration Bureau of Public Roads." Date: 1968.

2. The map was sectioned into the Seven Districts of the County. These divisions were obtained from the County Clerk's Office in Sneedville. The divisions were determined September 16, 1972.

3. The highway map indicated dwelling places. Both from personal experience, consultation with Hancock County residents, and conference with Dr. Charles Clelland, it was determined that the map was not very accurate.

4. Rather than numbering the dwelling places and choosing random numbers to select the dwelling units, an alternate procedure was followed.

5. Each road in a district was assigned a number. The black-topped roads were each assigned two numbers because of their length and number of residents on the black-topped roads.

6. Numbers were drawn from a hat to select the roads on which to interview. This procedure was followed for each district, except District 6--Sneedville City Limits. Four numbers were chosen for each district.

7. Slips containing the words:

2nd house	2nd house on left	2nd house on right
5th house	5th house on left	5th house on right
10th house	10th house on left	10th house on right
15th house	15th house on left	15th house on right

   were placed in a hat. One slip was drawn for each road.

8. Locations for interviewing were marked on the map. If the marked location (selected dwelling) was not available for interview, then the next dwelling that followed the direction given was to be interviewed.

9. District 6--Sneedville was a special case. The roads are not indicated on the highway map. A city map was obtained from the source named in step one, and a similar procedure in selecting dwellings was followed.

10. The "lady of the house" was the only member of the family acceptable for interviewing.

APPENDIX E

SUPPLEMENTARY DATA DESCRIBING CHARACTERISTICS OF FIELD STUDY SAMPLE

TABLE A-1

SELECTED MOTHER AND ADULT-DAUGHTER HEALTH-RELATED CHARACTERISTICS

Characteristic	Mothers	Adult-Daughters
	Percent	
Reported health status		
Excellent	9.0	46.6
Good	54.5	20.0
Fair	36.3	20.0
Poor	0.0	6.6
Reported weight image		
Overweight	36.3	60.0
Right weight	45.4	33.3
Underweight	18.1	6.6
Take vitamin pills	63.6	66.6
Follow special diet prescribed		
by a physician	18.1	20.0
Low fat	9.0	6.6
Weight reduction	9.0	0.0
Diabetic	0.0	6.6
Low salt	0.0	6.6

APPENDIX F

SUPPLEMENTARY FOOD BEHAVIOR DATA

TABLE A-2

SELECTED FOOD SHOPPING PRACTICES OF RANDOM SAMPLE SURVEY RESPONDENTS, MOTHERS AND ADULT-DAUGHTERS

Food Shopping Practice	Random Sample Survey Respondents		Field Study		
			Mothers		Adult-Daughters
	Percent				
Person who shops:	50.0		54.5		80.0
Respondent	50.0		54.5		80.0
Husband	21.9		18.1	-	0.0
Husband and respondent	12.5		27.2	-	6.6
Send someone else	15.6		9.0		13.3
Location[a] shop in:					
Sneedville	46.9	*	90.9	**	33.3
Another part of Hancock County	25.0		45.4		13.3
Morristown	18.8		45.4		40.0
Rogersville	3.1		9.0		6.6
Tazewell	3.1		9.0		6.6
Other	3.1		0.0		6.6
Shop at type of store:[a]					
Supermarket	40.6	*	90.9		66.6
Green's	25.0	*	63.6		26.6
Brewer's	12.5		0.0		0.0
Trent's	6.3		9.0		13.3
No particular type of store	37.5	*	9.0		6.6
Country store	21.9		36.3		20.0
Reason for shopping at that store:					
Cheaper	15.6		9.0	*	40.0
Credit	12.5		0.0		13.3
Fresh food	9.4		18.1		13.3
Wide variety of foods	9.4		27.2		20.0
Close, convenient	6.3		18.1		20.0
Always have	3.1		0.0		13.3
Delivers	3.1		9.0		0.0
Other reason	12.5		9.0		6.6

TABLE A-2 (continued)

Food Shopping Practice	Random Sample Survey Respondents	Field Study	
		Mothers	Adult-Daughters
	Percent		
Frequency of shopping:			
Everyday	12.5	0.0	0.0
Two times per week	21.9	18.1	20.0
One time per week	53.1	54.5	60.0
Two times per month	6.3	9.0	0.0
One time per month	3.1	18.1	6.6

[a]Respondents may have supplied more than one answer.

*Significantly different ($p \leq 0.05$) by Chi Square Analysis or Phi Coefficient and Chi Square Test for significance.

**Significantly different ($p \leq 0.01$) by Phi Coefficient and Chi Square Test for significance.

TABLE A-3

REPORTED HOME FOOD SUPPLY OF RANDOM SAMPLE SURVEY RESPONDENTS, MOTHERS AND ADULT-DAUGHTERS

Home Food Supply	Random Sample Survey Respondents		Field Study Mothers		Field Study Adult-Daughters
	Percent				
Planted a garden this year	87.5		90.9	*	53.3
Vegetables planted					
Beans	81.3		90.9	*	53.3
Corn	78.1		90.9	*	46.6
Tomatoes	59.4		81.8		53.3
Sweet potatoes	18.8	***	72.2	***	6.6
Cucumbers	28.1	*	63.6		40.0
White potatoes (Irish)	53.1		45.4		33.3
Okra	46.9		27.2		6.6
Onions	18.8		45.4		13.3
Pepper	25.0		45.4		13.3
Turnips	0.0	***	45.4	*	6.6
Carrots	28.1		36.3		20.0
Greens (mustard, poke, etc.)	18.8		36.3		20.0
Lettuce	3.1		36.3		13.3
Peas	18.8		27.2		6.6
Cauliflower	18.8		0.0		0.0
Squash	15.6		18.1		0.0
Radishes	12.5		18.1		13.3
Cushaw	0.0		18.1		13.3
Beets	12.5		36.3		13.3
Rhubarb	0.0		9.0		6.6
Broccoli	0.0		9.0		0.0
Other	6.3		0.0		0.0
Pumpkin	3.1		0.0		0.0
Pick fruit	25.0	*	63.6	**	13.3
Kinds of fruit picked					
Apples	18.8	**	63.6	**	13.3
Blackberries	0.0	*	27.2		6.6
Sour cherries	9.4		18.1		6.6
Strawberries	3.1		18.1		0.0
Sweet cherries	3.1		9.0		0.0
Watermelon	0.0		9.0		6.6
Muskmelon	0.0		9.0		0.0
Plum	0.0		9.0		0.0
Pear	0.0		9.0		0.0
Grapes	0.0		9.0		0.0

TABLE A-3 (continued)

Home Food Supply	Random Sample Survey Respondents	Field Study		
		Mothers		Adult-Daughters
	Percent			
Have milk cow(s)	25.0	45.4	**	0.0
One cow	15.6	27.2		--
Two cows	6.3	9.0		--
Three cows	3.1	0.0		--
Four or more cows	0.0	9.0		--
Make butter	18.8	45.4		--
Have beef cattle for home use	21.9	18.1		6.6
One beef per year	21.9	9.0		6.6
Two beef per year	0.0	9.0		0.0
Have hogs for home use	40.6	45.4		13.3
One hog per year	12.5	9.0		13.3
Two hogs per year	9.4	9.0		0.0
Three hogs per year	6.3	9.0		0.0
Four or more hogs per year	3.1	18.1		0.0
Have chickens for home use	46.9	45.4	*	6.6
One to six chickens	9.4	18.1		6.6
Seven to twelve chickens	25.0	9.0		0.0
More than thirteen chickens	12.5	18.1		0.0
Collect eggs for home use	46.9	27.2		6.6
Half dozen or less per day	15.6	9.0		6.6
Seven to twelve eggs per day	21.9	18.1		0.0

*Significantly different ($p \leq 0.05$) by Chi Square Analysis or Phi Coefficient and Chi Square Test for significance.

**Significantly different ($p \leq 0.01$) by Chi Square Analysis or Phi Coefficient and Chi Square Test for significance.

***Significantly different ($p \leq 0.001$) by Chi Square Analysis.

TABLE A-4

FOODS REPORTED AS "USUALLY EATEN" BY THE RANDOM SAMPLE SURVEY RESPONDENTS, MOTHERS AND ADULT-DAUGHTERS

Food	Random Sample Survey Respondents		Field Study Mothers		Field Study Adult-Daughters
	Percent				
Breakfast[a]					
Apple butter	3.1		9.0		13.3
Bacon	25.0		36.3	*	6.6
Biscuits	46.9		54.5		26.6
Butter	12.5		36.3		13.3
Cereal	25.0		9.0		13.3
Coffee	75.0		81.8		60.0
Egg	43.8		45.4		40.0
Gravy	34.4		27.2		13.3
Ham	15.6		9.0		13.3
Jelly	34.4		54.5		40.0
Milk	0.0		0.0		13.3
Orange juice	3.1		0.0		13.3
Other meat	21.9		18.1		6.6
Sausage	12.5		18.1		0.0
Toast	21.9		18.1		40.0
Variety of beverages	12.5		9.0		6.6
Noon[a]					
Beans (soup or green)	53.1		45.4		20.0
Bread	0.0		9.0		20.0
Butter	0.0		18.1		6.6
Coca Cola	6.3		18.1		53.3
Corn	29.1		36.3		6.6
Cornbread	68.8		72.7	**	20.0
Dessert	3.1		27.2		13.3
Kool-Aid	6.3		9.0		13.3
Meat	15.6		27.2		20.0
Milk	31.3		45.4		20.0
Other food	15.6		0.0		13.3
Potatoes	43.8		54.5		33.3
Salad	3.1		0.0		20.0
Sandwich	0.0		9.0	*	46.6
Tea	12.5		9.0		6.6
Vegetables	34.4	*	72.7	**	20.0
Water	15.6		0.0		0.0

TABLE A-4 (continued)

Food	Random Sample Survey Respondents	Field Study		
		Mothers		Adult-Daughters
	Percent			
Supper[a]				
Beans	0.0	9.0	*	53.3
Coffee	3.1	0.0		13.3
Coca Cola	3.1	9.0		13.3
Cornbread	21.9	36.3		66.6
Meat	15.6	18.1		33.3
Milk	37.5	72.7		66.6
Noon leftovers	43.8	63.6	*	20.0
Other bread	15.6	0.0		0.0
Potatoes	15.6	18.1		53.3
Sandwich	9.4	18.1		20.0
Salad	0.0	0.0		26.6
Tea	12.5	0.0		6.6
Water	25.0	9.0		0.0

[a]Other foods reported for a usual breakfast, noon meal or supper included: syrup, water, cocoa, slaw, cereal, gravy, buttermilk, pepsi, coffee, egg, fish, greens, cereal, toast, biscuits, milk and bread, dessert, Mountain Dew.

*Significantly different ($p \leq 0.05$) by Chi Square Analysis or Phi Coefficient and Chi Square Test for significance.

**Significantly different ($p \leq 0.01$) by Chi Square Analysis or Phi Coefficient and Chi Square Test for significance.

TABLE A-5

SELECTED FOOD SHOPPING PRACTICES OF MOTHERS AND ADULT-DAUGHTERS

Food Shopping Practice	Field Study		
	Mothers		Adult-Daughters
	Percent		
Day[a] most often shop:			
Monday	0.0		0.0
Tuesday	0.0		0.0
Wednesday	0.0		0.0
Thursday	18.1		0.0
Friday	18.1		33.3
Saturday	9.0		33.3
No special day	54.5		40.0
Amount of food buy in summer:			
Less than half	45.4	*	6.6
Half	27.2		26.6
More than half	27.2		46.6
All	0.0		13.3
Amount of food bought in winter:			
Less than half	36.3	*	0.0
Half	36.3	*	13.3
More than half	27.2	*	66.6
All	0.0		20.0
Buy food stamps	18.1		13.3
Buy in vending machines:[a]			
Candy	18.1		6.6
Crackers	0.0		6.6
Soda pop	54.5		86.6
Potato chips	9.0		13.3
When daughter lived at home she grocery shopped	27.2		40.0
Brand of flour purchased:			
White Rose	63.6		33.3
OK	18.1		6.6
White Lily (enriched)	9.0		20.0
Sifted Snow	9.0		6.6
Choice	9.0		0.0
Pillsbury (enriched)	0.0		6.6
Tube Rose	0.0		6.6
Bisquick	0.0		6.6

TABLE A-5 (continued)

Food Shopping Practice	Field Study		
	Mothers		Adult-Daughters
	Percent		
Purchased that brand because:[a]			
Is cheaper	36.3		26.6
Does the best	27.2		33.3
Just always have	27.2		0.0
No special reason	9.0		13.3
All the store has	9.0		0.0
Purchased flour in bags of:			
2 pounds	0.0		6.6
5 pounds	18.1		6.6
10 pounds	36.3		60.0
25 pounds	45.4		20.0
50 pounds	9.0		0.0
Purchased that size bag because:[a]			
Is cheaper	27.2		26.6
Use lots of flour	27.2		13.3
Don't use very much flour	54.5		33.3
Bugs get into flour	0.0		6.6
Have no storage for large bag	0.0		6.6
Brand of cornmeal purchased:[a]			
Choice	27.2		13.3
Three Rivers	0.0	*	13.3
Use home-ground meal	18.1		6.6
OK	9.0		13.3
Easy Mix	0.0		6.6
White Lily (enriched)	0.0		6.6
Purchased that brand because:[a]			
Is cheaper	27.2		33.3
Is the best grade/does the best	18.1		20.0
All the store has	18.1		0.0
Just always have	9.0		0.0
Purchased cornmeal in bags of:			
2 pounds	0.0		13.3
5 pounds	18.1		40.0
10 pounds	36.6		26.6
25 pounds	36.6	*	6.6

TABLE A-5 (continued)

Food Shopping Practice	Field Study		
	Mothers		Adult-Daughters
	Percent		
Purchased that size bag because:[a]			
Don't use very much meal	36.6		26.6
Is cheaper	36.6	*	6.6
Use lots of meal	9.0		20.0
No storage for large bag	0.0		26.6

[a]Respondents may have supplied more than one answer.

*Significantly different ($p \leq 0.05$) by Phi Coefficient and Chi Square Test for significance.

TABLE A-6

SELECTED FOOD PREPARATION PRACTICES OF MOTHERS AND ADULT-DAUGHTERS

Preparation Practice	Field Study		
	Mothers		Adult-Daughters
	Percent		
Prepared biscuits because:[a]			
Like them	81.8		46.6
Husband wants them	63.6		60.0
Mother always did	0.0		13.3
Prepared cornbread because:[a]			
Like it	36.3		53.3
Husband wants it	36.3		26.6
Baked cornbread in:			
Black iron skillet	90.9		66.3
Other bread pan	9.0		26.6
Served pies:[a]	72.7		46.6
Homemade	54.4		40.0
Store bought	18.1		13.3
Fried	72.7	*	26.6
Baked	54.5		53.3
Have made a vinegar pie	18.1		0.0
Prepared each day:			
1 meal	0.0	*	33.3
2 meals	45.4		40.0
3 meals	54.5		26.6
Someone aided in meal preparation	26.6		33.3
Time spent preparing breakfast:			
30 minutes	72.7	*	33.3
20 minutes	0.0	*	33.3
45 minutes	9.0		13.3
Time spent preparing dinner (noon meal):			
30 minutes	36.3		33.3
60 minutes	36.3		13.3
45 minutes	0.0		6.6
90 minutes	0.0		6.6
Time spent preparing supper:			
60 minutes	45.4		33.3
30 minutes	18.1		26.6
45 minutes	9.0		26.6
90 minutes	9.0		6.6
Spent about same amount of time in meal preparation on weekends	72.7		86.6

TABLE A-6 (continued)

Preparation Practice	Field Study: Mothers (Percent)		Field Study: Adult-Daughters (Percent)
Spent about same amount of time in meal preparation regardless of season	100.0		86.6
Went out to a restaurant to eat:			
1 time per week	27.2		40.0
1 time per month	18.1		26.6
1 time every two months	18.1		33.3
1 or 2 times each year	36.3		13.3
Prepared food by frying:			
Most food	54.5		33.3
Some food	45.4		60.0
A little food	0.0		6.6
Mother fried:			
Most food	45.4		53.3
Some food	54.5		40.0
Self prepared food by baking:			
Some food	63.6		26.6
A little food	27.2		53.3
No food	0.0		20.0
Mother baked:			
Some food	63.6		73.3
A little food	27.2		20.0
No food	0.0		6.6
Self prepared food by cooking (boiling):			
Most food	27.2		20.0
Some food	72.7		80.0
Mother cooked (boiled):			
Most food	18.1		6.6
Some food	72.7		60.0
A little food	0.0		46.6
Obtained new recipes from:[a]			
Magazines	45.4		53.3
Newspapers	36.3		33.3
Friends	27.2		26.6
EFNEP assistant	36.3		13.3
Daughter	36.3	*	0.0
Mother	0.0	*	33.3
Daughter-in-law	20.0		0.0
Mother-in-law	0.0		13.3
Sister	0.0		6.6

TABLE A-6 (continued)

Preparation Practice	Field Study		
	Mothers		Adult-Daughters
	Percent		
Prepared new recipes:[a]			
Any kind	54.5		53.3
Entrees	0.0		20.0
Casseroles	0.0		20.0
Desserts	0.0		20.0
Vegetables	0.0		20.0
Salads	0.0		13.3
Preserved foods by canning because:[a]			
Saves money	81.8		73.3
Like the way food tastes	72.7	*	13.3
It is fun	18.1		13.3
It is pretty	9.0		0.0
Taught how to can foods by:[a]			
Mother	54.5		80.0
School	18.1		13.3
Books	18.1		13.3
Other relative (grandmother, sister)	0.0		20.0
Extension agent	9.0		6.6
Canned more food than mother	26.6	*	0.0
Canned less food than mother	63.6		86.6
Preserved foods by freezing because:[a]			
Like the way food tastes	81.8		40.0
It's fun	45.4		40.0
It's easier than canning	26.6		0.0
Saves money	0.0		6.6
Taught how to freeze foods by:[a]			
Books	54.5		26.6
Mother	0.0	*	40.0
Self	18.1		6.6
Friends	9.0		13.3
Extension agent	18.1		0.0
Other relatives (grandmother, sister)	9.0		6.6
Froze more food than mother did	100.0	*	33.3
Froze less food than mother did	0.0	*	33.3
Preserved foods by drying because:[a]			
Like the way food tastes	36.3	*	0.0
Saves money	0.0		6.6

TABLE A-6 (continued)

Preparation Practice	Field Study		
	Mothers		Adult-Daughters
	Percent		
Taught how to dry foods by:			
Mother	54.5		93.3
Observation	26.6		13.3
Dried more food than mother did	9.0		0.0
Dried less food than mother did	72.7		86.6
Left-over food is:[a]			
Served at another meal	90.9		93.3
Thrown out	45.4		60.0
Fed to animals	54.5	*	13.3
Left on stove for snacks	9.0		6.6
Prepared special foods for:[a]			
Thanksgiving	90.9		86.6
Christmas	90.9		86.6
Homecomings	63.6		26.6
Weddings	36.3		20.0
Church/PTA/Socials	27.2		13.3
Sunday dinner	27.2		33.3
Easter	18.1		6.6

[a]Respondent may have supplied more than one answer to question.

*Significantly different ($p \leq 0.05$) by Phi Coefficient and Chi Square Test for significance.

TABLE A-7

PREPARATION METHODS FOR FOODS FREQUENTLY SERVED BY MOTHERS AND BY ADULT-DAUGHTERS

Food, Preparation, Method and Seasoning[a]	Field Study		
	Mothers		Adult-Daughters
	Percent		
Biscuits	100.0		100.0
Self rising flour	72.7		53.3
Milk	72.7		46.6
Buttermilk	0.0		13.3
Additional salt	36.3		26.6
Canned	36.3		46.6
Mix	0.0		6.6
Cornbread	100.0		86.6
Self rising meal	100.0		86.6
Milk	90.9	*	60.0
Water	18.1		20.0
Half and half	0.0		13.3
Cream	9.0		0.0
Buttermilk	0.0		6.6
Evaporated milk	0.0		6.6
Additional salt	60.0		53.3
Potatoes	100.0		100.0
Fry	100.0		100.0
Hydrogenated shortening	18.1		46.6
Lard	36.3		20.0
Oil	9.0		40.0
Fat meat[b]	18.1		0.0
Salt	90.9		80.0
Pepper	72.7		53.3
Soupbeans	100.0		100.0
Cook	100.0		100.0
Salt	100.0		100.0
Fat meat[b]	81.8		60.0
Oil	9.0		40.0
Pepper	18.1		26.6
Lard	18.1		13.3
Hydrogenated shortening	9.0		13.3
Sugar	0.0		6.6

TABLE A-7 (continued)

Food, Preparation, Method and Seasoning[a]	Field Study		
	Mothers		Adult-Daughters
	Percent		
Green beans	100.0		100.0
Cook	100.0		100.0
Salt	100.0		100.0
Fat meat[b]	63.6		46.6
Oil	9.0		40.0
Pepper	27.2		20.0
Hydrogenated shortening	9.0		20.0
Lard	18.1		6.6
Bacon	18.1		0.0
Onion	9.0		0.0
Hamburger	90.9		93.3
Fry	81.8		86.6
Hydrogenated shortening	27.2		13.3
Salt	90.9		93.3
Pepper	63.6		46.6
Bake	9.0		6.6
Eggs	100.0		100.0
Fry	90.9		93.3
Fat meat[b]	45.4		13.3
Bacon grease	0.0	**	46.6
Hydrogenated shortening	18.1		20.0
Lard	9.0		13.3
Margarine	9.0		0.0
Oil	9.0		0.0
Salt	100.0		80.0
Pepper	72.7		66.6
Cook	27.2		26.6
Corn	100.0		100.0
Cook	90.0		93.3
Fat meat[b]	36.3		20.0
Oil	9.0		20.0
Bacon	0.0		13.3
Butter	0.0		13.3
Lard	9.0		0.0
Salt	81.8		66.6
Pepper	45.4		46.6
Roast	18.1		6.6
Pickle	9.0		6.6

TABLE A-7 (continued)

Food, Preparation, Method and Seasoning[a]	Field Study		
	Mothers		Adult-Daughters
	Percent		
A Sandwich	90.9		86.6
Bologna	36.3		33.3
Cheese	27.2		26.6
Peanut butter and jelly	18.1		6.6
Lunch meat	9.0		6.6
Bacon	0.0		13.3
Souse meat	9.0		0.0
Banana	9.0		0.0
Tuna	0.0		6.6
Ham	0.0		6.6
Mayonnaise	45.4		66.6
Lettuce	45.4		33.3
Tomato	27.2		33.3
Mustard	18.1		6.6
Onion	9.0		0.0
Coffee	100.0		80.0
Instant	63.6		46.6
Perk	54.5	*	13.3
Boil	18.1		13.3
Drip	0.0		6.6
Cream	18.1		26.6
Sugar	18.1		0.0
Milk	9.0		0.0
Pork chops	90.9		86.6
Fry	90.9		86.6
Flour coating	72.7		53.3
Meal coating	18.1		6.6
Bread coating	0.0		6.6
Fat meat[b]	54.5		46.6
Lard	36.3		13.3
Oil	9.0		13.3
Hydrogenated shortening	18.1		6.6
Fish	81.8		53.3
Fry	81.8		53.3
Meal coating	81.8	*	40.0
Flour coating	18.1		13.3
Egg	0.0		13.3
Lard	36.3		13.3
Oil	36.3	*	6.6
Fat meat[b]	9.0		6.6
Hydrogenated shortening	18.1		26.6

TABLE A-7 (continued)

Food, Preparation, Method and Seasoning[a]	Field Study		
	Mothers		Adult-Daughters
	Percent		
Tea	72.7		73.3
Instant	72.7		46.6
Brew	45.4		53.5
Iced	63.6		66.6
Sugar	54.5		53.3
Lemon	45.4		40.0
Cream	9.0		0.0
Jelly/Jam	81.8	*	40.0
Sure Gel	54.5		26.6
Sugar	36.3		13.3
Greens	100.0		73.3
Cook	100.0		73.3
Salt	72.7		40.0
Fat meat[b]	63.6		26.6
Lard	27.2	*	0.0
Oil	18.1		20.0
Bacon	9.9		13.3
Hydrogenated shortening	9.0		6.6
Vinegar	0.0		6.6
Meatloaf	63.6		80.0
Tomato	27.2		53.3
Onion	27.2		53.3
Egg	27.2		40.0
Follow recipe	27.2		33.3
Oatmeal	18.1		26.6
Bread crumbs	9.0		26.6
Crackers	9.0		0.0
Potato cakes	90.9		60.0
Salt	72.7		40.0
Flour	63.6		33.3
Onion	45.4		33.3
Milk	36.6		26.6
Egg	36.3		13.3
Pepper	54.5		46.6
Can tomatoes	100.0	*	66.6
Cook tomatoes/pack cans	63.6	*	26.6
Pack cans/add hot water	36.3		20.0
Pressure cook	0.0		6.6
Add salt	90.9	*	53.3
Add sugar	90.9	***	13.3

TABLE A-7 (continued)

Food, Preparation, Method and Seasoning[a]	Field Study		
	Mothers		Adult-Daughters
	Percent		
Can sauerkraut	90.9	*	46.6
Ferment in can	90.9	*	46.6
Add salt	54.5		26.6
Add vinegar	45.4		26.6
Gravy			
Milk	72.7		66.6
Water	27.2		26.6
Cream	9.0		13.3
Half and half	18.1		13.3

[a]Respondents may supply more than one answer.

[b]Also reported as side meat, fatback, hog meat.

*Significantly different ($p \leq 0.05$) by Phi Coefficient and Chi Square Test for significance.

**Significantly different ($p \leq 0.01$) by Phi Coefficient and Chi Square Test for significance.

***Significantly different ($p \leq 0.001$) by Phi Coefficient and Chi Square Test for significance.

TABLE A-8

SELECTED FOOD PREPARATION UTENSILS OWNED AND USED BY MOTHERS AND ADULT-DAUGHTERS

Utensil	Field Study		
	Mothers		Adult-Daughters[a]
	Percent		
Can opener			
Electric	45.4		76.9
Manual	72.7		76.9
Measuring cups			
Glass	54.5		15.3
Plastic	27.2		61.5
Metal	27.2		15.3
Measuring spoons			
Plastic	36.3		61.5
Metal	36.3		23.0
Mixer			
Electric	63.6		76.9
Hand	27.2	*	0.0
Potato peeler	9.0		23.0
Pressure cooker	72.7		46.1
Pressure canner	63.6	*	15.3
Electric blender	9.0		23.0
Mixing spoons			
Plastic	0.0	*	30.7
Metal	27.2		53.8
Wood	36.3		46.1
Mixing bowls			
Plastic	45.4		76.9
Metal	27.2		23.0
Glass	81.8		61.5
Coffee pot			
Electric	54.5		46.1
Other	81.8		100.0
Toaster	45.4		61.5
Electric fry pan	63.6		46.1
Pancake turner			
Plastic	0.0	**	53.8
Metal	90.9		69.2
Waffle iron	0.0		7.6
Churn			
Electric	45.4		15.3
Dasher	36.3	*	0.0

TABLE A-8 (continued)

Utensil	Field Study	
	Mothers	Adult-Daughters[a]
	Percent	
Would like more utensils	54.5	53.8

[a]Only adult-daughters owning and using their own utensils were compared; N = 13.

*Significantly different ($p \leq 0.05$) by Chi Coefficient and Chi Square Test for significance.

**Significantly different ($p \leq 0.01$) by Chi Coefficient and Chi Square Test for significance.

TABLE A-9

SELECTED FOOD CONSUMPTION PRACTICES OF MOTHERS AND ADULT-DAUGHTERS

Consumption practice	Field Study		
	Mothers		Adult-Daughters
	Percent		
Like to eat cornbread with:			
Butter	72.7		46.6
Plain	45.4		46.6
Soupbeans	18.1		46.6
Vegetables	18.1		26.6
Milk	18.1		20.0
Molasses	9.0		6.6
Prefer drinking:			
Sweet milk	63.6		73.3
Sour (buttermilk) milk	72.7	*	26.6
Cow's (raw) milk	45.4	*	6.6
Sweetening agent most often used:			
Sugar	100.0		93.3
Diet sweetener	0.0		6.6
Have tasted a vinegar pie	36.3	*	6.6
Drink colas, sodas, carbonated beverages	81.8		93.3
After working hard, give self a food treat or reward	27.2		13.3
When lonely or feeling sorry for self, eat food	18.1		26.6
Favorite meal of the day			
Breakfast	45.4	**	0.0
Dinner (noon meal)	9.0		6.6
Supper	36.3		66.6
All of them	6.6		20.0
Family			
Usually likes new recipes	0.0		6.6
Sometimes likes new recipes	54.5		60.0

TABLE A-9 (continued)

Consumption practice	Field Study	
	Mothers	Adult-Daughters
	Percent	
Family[a] eats breakfast together:		
All the time	--	46.6
Most of the time	--	33.3
Seldom	--	13.3
On weekends	--	6.6
Family[a] eats dinner (noon meal) together:		
All the time	--	20.0
Most of the time	--	20.0
Seldom	--	40.0
Weekends	--	20.0
Family[a] eats supper together:		
All the time	--	26.6
Most of the time	--	60.0
Seldom	--	13.3

[a]Mothers did not provide comparable data; families are no longer at home.

*Significantly different ($p \leq 0.05$) by Phi Coefficient and Chi Square Test for significance.

**Significantly different ($p \leq 0.01$) by Phi Coefficient and Chi Square Test for significance.

TABLE A-10

SELECTED CHILD FEEDING PRACTICES REPORTED BY MOTHERS AND ADULT-DAUGHTERS

Child Feeding Practices	Field Study		
	Mothers		Adult-Daughters[a]
	Percent		
Own babies were:			
Breast fed	100.0	***	20.0
Bottle fed	9.0	***	80.0
First solid foods given to own baby:			
Cereal	27.2	*	80.0
Mashed potatoes	54.5		30.0
Gravy	36.3		20.0
Advise on feeding children was given by:			
Physician	18.1	*	70.0
Mother	18.1		50.0
Other relatives (grandmother, aunt)	9.0		30.0
Mother-in-law	0.0		20.0
Books	0.0		10.0
At mealtime, children:			
Chose/choose own food	36.3		40.0
Were/are given a plate of food	36.3		30.0
Were/are aided in selection of food	18.1		30.0
Children were/are required to eat all food on the plate	18.1		0.0
Children express dislike for some foods	36.3	*	100.0
Rewarded/reward children for good behavior with food (i.e. candy)	9.0		40.0
Punished/punish children for bad behavior with food (i.e. going to bed without supper)	0.0		0.0

[a] Only adult-daughters with children were asked questions about child feeding; N = 10.

*Significantly different ($p \leq 0.05$) by Phi Coefficient and Chi Square Test for significance.

***Significantly different ($p \leq 0.001$) by Phi Coefficient and Chi Square Test for significance.

TABLE A-11

SELECTED ATTITUDES TOWARD FOOD PRACTICES REPORTED BY MOTHERS AND ADULT-DAUGHTERS

Attitudes Toward Food Practices	Field Study	
	Mothers	Adult-Daughters
	Percent	
Run own kitchen much like mother ran her kitchen	27.2	26.6
Think own mother is a good cook	--	86.6
Think mother-in-law is a good cook	--	60.0
Husband thinks wife is a good cook	81.8	53.3
Think of own self as a good cook	63.6	81.8
Try to prepare foods that husband likes	81.8	46.6
Can tell how rich a person is by the food he eats	0.0	0.0
Believe the saying "The way to a man's heart is through his stomach"	72.7	46.6

APPENDIX G

SUPPLEMENTARY FOOD PREFERENCE DATA

TABLE A-12

FOODS RATED AS "LIKED" BY TOTAL FIELD STUDY SAMPLE

Percent					
95-100	90-94	85-89	80-84	70-79	60-69
Biscuits	Oatmeal	Corn flakes	A specific cereal	Rice	Cream of wheat
Cornbread	Apples	French toast	Waffles	Apricots	Bean dumplings
Blackberries	Pears	Chicken and dumplings	Macaroni and cheese	Cherries	Dewberries
Banana	Grape juice	Fruit dumplings	Raspberries	Pineapple	Huckleberries
Grapes	Tomato juice	Blueberries	Navy beans	Plum	Rhubarb
Oranges	Mixed beans	Cantaloupe	Sour pickles	Apple juice	Poke sallat
Peaches	Raw cabbage	Watermelon	Banana pepper	Grapefruit juice	Turnips
Strawberries	Potato cakes	Shuckie beans	Radishes	Pickled beans	Green peas
Orange juice	Mashed potatoes	Kraut	Fried eggs	Lima beans	Celery
Green string beans	White corn	Cressie greens	Scrambled eggs	Blackeyed peas	Squash
Pinto beans	Sweet pickles	Great white northern beans	Chili	Field peas	Cream cheese
Shelly beans	Onions	Kidney beans	Beef stew	Cushaw	Cheddar cheese
Lettuce	Hot pepper	Cressie greens	Chicken livers	Pumpkin	Pimiento cheese
French fries	Pork chops	Mustard greens	Peanut butter	Turnips	Bologna
Potato soup	Fruit cobbler	Potato salad	Cloves	Deviled eggs	Pork liver
Yellow corn	Pudding	Cucumbers	Nutmeg	Corned beef	Catfish
Vegetable soup	Vanilla flav.	Green pepper	Soda pop	Meat balls	Pizza
Ice cream	Milk	Sweet potatoes	Steak	Fish sticks	Pecan pie
Bacon	Coffee			Tea	

TABLE A-12 (continued)

Percent					
95-100	90-94	85-89	80-84	70-79	60-69
Bar-b-q		Hard cooked egg			
Ham		Hamburger			
Country ham		Turkey			
Ribs		Blackberry pie			
Sausage		Brownies			
Chicken		Molasses cake			
Apple pie		Stack cake			
Cookies		Custard			
		Gelatin dessert			
		Cinnamon			
		Allspice			
50-59	40-49	30-39	20-29	10-19	0-9
Bran cereal	Nectarines	Broccoli		Ground hog	Kumquats
Sugar coated cereals	Hawaiian punch	Brussel sprouts		Raccoon	Possum
Tang	Prune juice	Cauliflower		Vinegar pie	Venison
Dock	Kale	Collards		Livermush	Salami
Lambs quarter	Spinach	Asparagus		Sardines	
Poached egg	Beef liver	Parsnips		Snuff	
Frankfurters	Rabbit	Wild fowl		Tobacco	
Bass	Squirrel	Frog legs		Scrapple	
Drum	Head cheese	Turtle			
Red eye/red horse	Garlic	Duck			
Salmon patties		Chess pie			
Tuna					
Suckers					
Whipped topping					

APPENDIX H

PROCEDURES AND DATA OF MASS MEDIA ANALYSIS

I. SELECTIVE NEWSPAPER CONTENT ANALYSIS

1. Obtain seven consecutive issues of Dailies Plus Sunday, six consecutive issues of Dailies, and four consecutive issues of Weeklies named by respondents in the Random Sample Survey and Field Study.

2. Record the date and length of each issue reviewed.

3. Look through the paper, page-by-page, noting the following:

   a. Advertisements related to food, vitamins, diet aids, grocery stores, restaurants. List the advertisement, approximate size, placement in paper (page number, left or right hand page, upper or lower half), main point of advertisement.

   b. List each item advertised, the unit and price for at least two grocery store ads.

   c. Count the number of food items, non-food items, coupons, listed in each grocery store ad. Record the number.

   d. Note any use of color, photography, recipes in the advertisements.

   e. List the title of any feature story or news item related to food. Write a one or two sentence description of the article. Note page and placement of article.

   f. List names of recipes, pages and position on page. Comment on practicality of recipe. Record principal ingredient of recipe.

   g. List any articles or notes pertaining to shopping, cooking, preparing or dealing with food.

   h. Note any announcements of social functions that include the serving of food (i.e. luncheons, cocktail parties, dinners, pie suppers).

   i. Don't forget to read the comics, letters to the doctor or lovelorn columns in the review.

   j. Record any articles or information pertaining to Hancock County even if it is not food related.

II. SELECTIVE MAGAZINE CONTENT ANALYSIS

1. Obtain at least two issues of magazines to review.

2. First, flip through the two issues, noting the table of contents, the subject matter of the articles, appeals in the advertisements. Write nothing at this point.

3. Select two articles in each issue to read in detail, preferably food related articles.

4. As a result of steps 1, 2 and 3, prepare a written report containing the following:

   a. Name of publication, dates of issues studied, name of editor, editorial address, price, length of issue, frequency of publication.

   b. A brief summary of the readership you believe the magazine is intended to reach (age limits, sex, economic levels, educational levels). Study of the ads should help in the formulation of these impressions.

   c. How many of the ads were for food products, cookbooks, diet aids?

   d. How many of the features specifically mentioned food?

   e. How many recipes were contained in each issue?

   f. Write a short report about each of the two articles read in detail.

      (1) Why did the editors think the subject matter would appeal to the readers visualized as the audience.

      (2) What sources of information/authority were used?

      (3) State central theme of the article.

      (4) Prepare a brief outline of the major points presented.

      (5) What did you like best and least about the article?

      (6) How was food used, if at all, in the articles?

III. TELEVISION VIEWING LOG INSTRUCTIONS

1. We are compiling data about daytime television programs aired Monday through Friday on ABC, NBC, CBS-TV. The programs need not be viewed all in one sitting nor in one day or week. It would be better, however, if blocks of programs were viewed. Keep accurate records of programs viewed, time and date.

2. Programs. We need to note any scenes in which people are talking about food, engaged in food production, consumption, preparation, etc. Note if the players are male, female, adult or child. On quiz shows, note questions or answers that pertain to food and/or nutrition. Note all information on log sheet. If you need additional space, write on page of page.

3. Commercials. Any products, stores, services, etc. that are advertised should be recorded. The grouping of commercials is important. For example, if a program breaks and then a commercial for Maxim, Dristan, Kentucky Fried Chicken and Cas Walker are all aired before the program resumes, note that by listing those four commercials in a column. Then, skip a line. We are particularly interested in food commercials. Public Service announcements are considered commercials for our purposes.

   If a commercial is food related, note the special quality or advantage of the product advertised. For example, the new enriched cereal has "five times more iron." Also, note the length of food commercials in seconds. Use a stop watch for this procedure.

   If you view the same commercial in one viewing period, list the commercial and write "same as above." Make sure, however, that the time is exactly the same. Many commercials are made in 10, 15, 20, 30 and 60 second versions with the same key point in all versions.

TABLE A-13

SELECTED ITEMS FROM NEWSPAPER (DAILIES PLUS SUNDAY) CONTENT ANALYSIS

Item	Knoxville News Sentinel	Johnson City Press Chronicle
Number issues reviewed	7	7
Mean page length	43	33
Total no. Hancock County articles	0	0
Total no. food articles[a]	6	2
No. days food articles appeared	4	1
Total no. food news items[a]	9	1
No. days food news items appeared	6	1
Total no. recipe articles[a]	18	21
No. days recipe articles appeared	3	3
Day food articles most often appeared	W	M
Total no. food product ads[a]	6	6
Total no. food store ads[a]	16	14
Total no. food stores advertising	7	6
Mean no. food items/ad	32	14
Total no. food items in ads[a]	453	395
Total no. food coupons[a]	31	51
Day food ads most often appeared	Th	Th
Total no. restaurant ads[a]	26	35
No. days restaurant ads appeared	7	7
Total no. restaurants advertising	16	13
Total no. coupons or specials[a]	5	32
Day restaurant ads most often appeared	F	F
Total no. vitamin ads[a]	1	1
Total no. diet aid ads[a]	6	2
Total no. liquor ads[a]	1	6
Total no. announcements for social functions that include food[a]	1	2

[a]Food information score computed by totaling scores for each superscripted item.

TABLE A-14

SELECTED ITEMS FROM NEWSPAPER (DAILIES) CONTENT ANALYSIS

Item	Knox-ville Journal	Morristown Citizens Tribune	Middles-boro (Ky.) Daily News
Number issues reviewed	6	6	6
Mean page length	25	40	11
Total no. Hancock County articles	1	1	1
Total no. food articles[a]	5	7	1
No. days food articles appeared	4	5	1
Total no. food news items[a]	3	5	3
No. days food news items appeared	2	3	2
Total no. recipe articles[a]	4	27	2
No. days recipe articles appeared	3	4	1
Day food articles most often appeared	Th	Sun	Wed
Total no. food product ads[a]	16	3	0
Total no. food store ads[a]	13	15	14
Total no. food stores advertising	8	9	7
Mean no. food items/ad	31	37	17
Total no. food items in ads[a]	263	449	184
Total no. food coupons[a]	30	42	8
Day food ads most often appeared	Th	Th	Th
Total no. restaurant ads[a]	12	11	0
No. days restaurant ads appeared	5	6	0
Total no. restaurants advertising	9	4	0
Total no. coupons or specials[a]	11	7	0
Day restaurant ads most often appeared	Fri	Th/Fri	--
Total no. vitamin ads[a]	1	0	0
Total no. diet aid ads[a]	4	1	2
Total no. liquor ads[a]	2	0	0
Total no. announcements for social functions that include food[a]	7	0	14

[a]Food information score computed by totaling score for each superscripted item.

TABLE A-15

SELECTED ITEMS FROM NEWSPAPER (WEEKLIES) CONTENT ANALYSIS

Item	Claiborne Progress	Tazewell Observer	Rogersville Review
Number issues reviewed	4	4	4
Mean page length	12	14	19
Total no. Hancock County articles	0	6	0
Total no. food articles[a]	2	3	10
No. days food articles appeared	4	1	4
Total no. food news items[a]	1	3	1
No. days food news items appeared	1	2	1
Total no. recipe articles[a]	0	3	9
No. days recipe articles appeared	0	3	4
Total no. food product ads[a]	0	0	0
Total no. food store ads[a]	4	12	10
Total no. food stores advertising	1	6	3
Mean no. food items/ad	22	26	20
Total no. food items in ads[a]	90	278	208
Total no. food coupons[a]	0	0	0
Total no. restaurant ads[a]	5	7	2
No. days restaurant ads appeared	4	4	2
Total no. restaurants advertising	2	3	1
Total no. coupons or specials[a]	0	0	0
Total no. vitamin ads[a]	0	0	0
Total no. diet aid ads[a]	1	0	1
Total no. liquor ads[a]	0	0	0
Total no. announcements for social functions that include food[a]	0	1	2

[a]Food information score computed by totaling scores for each superscripted item.

TABLE A-16

SELECTED ITEMS FROM MAGAZINE CONTENT ANALYSIS

Item	Mc-Calls	Better Homes and Gardens	Ladies Home Journal	Red-book	Farm Journals	Readers Digest
No. respondents subscribing	5	3	3	2	2	3
Cost per issue (cents)	60	50	60	50	60	60
Mean length (pages	153	190	144	187	106	240
Readership	Women	Women	Women	Young Women	Men Women	Men Women
Mean no. major advertisements	77	131	101	86	58	72
Percent ads of food	19.4	28.3	47.5	16.2	1.7	13.8
Mean no. feature articles	26	40	28	28	33	29
Percent articles about food	19.2	30.0	14.2	10.7	39.3	13.4
Mean no. food/recipe articles	4	6	2	2	2	1
Mean no. food news articles	1	2	0	0	2	0
Mean no. general food articles	1	4	2	1	2	1
Mean no. recipes	11	43	22	44	12	3

TABLE A-17

SELECTED ITEMS FROM TELEVISION CONTENT ANALYSIS

	WBIR (CBS)	WTVK (ABC)	WATE (NBC)	Total
Viewing time (hours)	10.5	7.0	9.0	26.5
Quiz	2.0	2.5	4.0	8.5
Talk	0.5	2.0	0.5	3.0
Soap operas	8.0	1.5	4.0	13.5
Situation comedies	0.0	1.0	0.5	1.5
Total no. programs	21	13	18	52
Comments, scenes, etc. of food on:				
Quiz	4	0	1	5
Talk	1	0	1	2
Soap operas	11	1	7	19
Situation comedies	0	0	2	2
Total no. ads	135	82	133	350
Range of ads/show	8-14	4-9	4-13	4-13
Percent of ads depicting food	25.9	26.8	27.7	26.8
Range food ads/show	0-7	0-4	0-7	0-7
Total food ad length (min.)	16.3	8.2	18.1	42.6
Range of food ad length/ show (min.)	0-3	0-1.6	0-4	0-4
Total no. ads between programs	48	29	47	114
Percent of ads between programs depicting food	25.0	6.5	31.8	25.8
No. different food products advertised	32	17	37	72
No. different vitamin ads	3	1	2	4
No. different diet food ads	2	0	0	2
No. different chewing gum ads	1	1	0	2
No. different restaurant ads	0	1	2	3

APPENDIX I

SUPPLEMENTARY INTER-PERSONAL AND MODERNITY/FAMILISM DATA

TABLE A-18

SELECTED MOTHER AND ADULT-DAUGHTER INTER-PERSONAL COMMUNICATION PRACTICES

Inter-Personal Communication Practice	Field Study		
	Mothers		Adult-Daughters
	Percent		
Telephone adult-daughter[a]/mother:			
1 time per day	20.0		20.0
1-2 times per week	13.3		20.0
1 time per month	0.0		13.3
Almost never	66.7		46.7
Visit adult-daughter[a]/mother:			
1-2 times per week	40.0		53.3
1-2 times per month	13.3		13.3
5-6 times per year	6.6		0.0
1-2 times per year	13.3		20.0
Never	13.3		0.0
Writes letters to adult-daughter[a]/mother:			
1 time per month	6.6		6.6
Never	93.3		93.3
Grocery shop with adult-daughter[a]/mother:			
1 time per week	6.6		6.6
1 time per month	13.3		20.0
Occasionally	20.0		20.0
Never			
Take food to adult-daughter[a]/mother:	53.5	**	13.3
Eat at adult-daughter's[a]/mother's home:			
1 time per week	13.3	*	60.0
1 time per month	13.3		20.0
Several times per year	40.0		13.3
Never	13.3		13.3
Babysit and feed adult-daughter's[a] children:			
Often	20.00		--
Occasionally	13.3		--
Give recipes to adult-daughter[a]/mother:	33.3		33.3

TABLE A-18 (continued)

Inter-Personal Communication Practice	Field Study: Mothers	Field Study: Adult-Daughters
	Percent	
Reported closer ties:		
With own mother than with adult-daughter[a]	40.0	--
With husband's mother or grandmother than mother	--	20.0
Telephone husband's mother:[b]		
1 time per day	--	8.3
1 time per week	--	25.0
1 time per month	--	8.3
Never	--	16.6
Visit husband's mother:		
1-2 times per week	--	50.0
1-2 times per month	--	25.0
Write letters to husband's mother:	--	0.0
Exchange recipes with husband's mother:	--	33.3

[a]Mothers described their personal communication practices as they related to each adult-daughter interviewed; eleven mothers provided a total of fifteen responses to each question.

[b]Responses from married adult-daughters only (N = 12).

*Significantly different ($p \leq 0.05$) by Phi Coefficient and Chi Square Test for significance.

**Significantly different ($p \leq 0.01$) by Phi Coefficient and Chi Square Test for significance.

TABLE A-19

MOTHER AND ADULT-DAUGHTER RESPONSES TO QUESTIONS MEASURING FAMILISM

Questions and Possible Responses	Field Study	
	Mothers	Adult-Daughters
	Percent	
Do you agree that married children should live close to their parents?		
Strongly agree	18.1	0.0
Agree	36.3	13.3
Neither agree nor disagree	27.2	53.3
Disagree	0.0	20.0
Strongly disagree	18.1	6.6
Do you think it is the responsibility of married children to be with parents in the time of serious illness--even if they must travel many miles?		
Strongly agree	27.2	33.3
Agree	54.5	46.6
Neither agree nor disagree	9.0	13.3
Disagree	9.0	6.6
Strongly disagree	0.0	0.0
Do you feel that as many activities as possible should be shared by married children and their parents?		
Strongly agree	0.0	6.6
Agree	18.1	6.6
Neither agree nor disagree	63.6	40.0
Disagree	18.1	46.6
Strongly disagree	0.0	0.0
Do you think children of elderly parents have as much responsibility for the welfare of their parents as they have for the welfare of their own children?		
Strongly agree	9.0	13.3
Agree	72.7	53.3
Neither agree nor disagree	0.0	20.0
Disagree	18.1	13.3
Strongly disagree	0.0	0.0

TABLE A-19 (continued)

Questions and Possible Responses	Field Study		
	Mothers		Adult-Daughters
	Percent		
Do you think "old timey ways" are the best ways?			
Strongly agree	36.6	*	6.6
Agree	9.0		33.3
Neither agree nor disagree	27.2		33.3
Disagree	27.2		20.0
Strongly disagree	9.0		0.0

*Significantly different ($p \leq 0.05$) by Phi Coefficient and Chi Square Test for significance.

APPENDIX J

FOOD TERMINOLOGY

Selected Food Terminology and Descriptions of Food Items as Reported by Respondents in Upper East Tennessee

Food Terminology	Description
Beverages	
Boxed milk	Pasteurized, homogenized, store-bought milk
Cow's milk	Raw milk
Dope	Meaning varies--name for Coca Cola only; name for any carbonated beverage (i.e. "orange dope," "red dope," "dope").
Sour milk	Buttermilk
Bread	
Light bread	Store-bought, white loaf bread, made with wheat flour
Mush	Cooked and sometimes fried cornmeal, water and salt
Fish	
Drum	Flat, white-fish with few bones
Red-eye	Black bass
Red-horse	Large sucker
Meat	
Ground hog	Woodchuck prepared by boiling (cooking) then baking or frying

Livermush	Cut-up hog liver, fat of the ribs, seasoning and cornmeal, boiled and pressed into firm jellied mass
Mountain oysters	Hog testis
Souse meat	Headcheese; meat of head and feet of hog, cut-up, seasoned and boiled, then pressed into firm jellied mass
Strik o'lean, streak of lean, streaked meat, hog fat, fatback, fat meat	Piece of pork that is almost all fat with a small amount of visible lean

Vegetables

Beans:

Brown beans, dark beans	Pinto beans
Leatherbritches	Shuck beans (see below) strung on thread or twine and dried
Shuck beans, shucky beans, shuckie beans	Shell bean dried in the pod--generally the green string bean
Soupbeans	Meaning varies--all dried beans; a mixture of Great White Northern beans and pinto beans; pinto beans only
Cushaw	Winter squash, oblong with large smooth crookneck

Greens:

Branch lettuce	Wild greens growing near water
Creecy greens, cressie greens	Wild, dryland cress
Cornfield greens	Wild greens growing in fields
Dock	Broad leaved wild weedy green
Lambs quarter	Common wild weedy green
Plantain	Wild weedy broad ribbed green
Poke greens, poke salad, poke sallat	Stems and green leaves of young wild plant

Hickory cane corn	Eight row, large kernel, white sweet corn; also known as Country Gentleman

Other

Cooking	Boiling
Ice cream supper, pie supper	Fund raising event, usually at a school, includes games, cake walk, hot dogs, ice cream, etc.
Killing greens	Pouring hot meat grease on greens; wilted salad
Poke	Bag, sack
Rough grub	Plain food, simply prepared (i.e. soupbeans and cornbread)
Vinegar pie	Substitute for lemon pie; filling made with vinegar rather than lemon juice
Wild fish, inland fish	Pineapple shaped mushroom like fungi; tastes something like a fish and mushroom; grows under trees, particularly after rainfall

VITA

Kathryn Marianne Kolasa was born in Detroit, Michigan on July 26, 1949. She was graduated from Marian High School, Birmingham, Michigan in 1967. She received the Bachelor of Science degree with a major in Home Economics with Communication Arts in 1970 from the Honors College of Michigan State University. She was employed as a test kitchen home economist by the Kellogg Company, Battle Creek, Michigan and was a Kosciuzko Foundation Summer Scholar in Poland before beginning graduate study at The University of Tennessee, Knoxville, in September 1971.

Kathryn was a General Foods Fellow during 19721-72 and 1972-73. She was an instructor in the Department of Food Science and Food Systems Administration during 1973-74. While at The University of Tennessee, Knoxville, Kathryn co-authored several research reports.

She is a member of Alpha Lambda Delta, Omicron Nu, Phi Kappa Phi, Sigma Xi, American Home Economics Association, Society for Nutrition Education and Institute of Food Technologists. She has served on the Publications Standing Committee for Omicron Nu and as Newsletter editor for the Foods and Nutrition Section of American Home Economics Association.

Kathryn is the daughter of Mr. and Mrs. Marion J. Kolasa, Royal Oak, Michigan.