

**Help! "I'm a vegeSCAREian!" Why did an academic study about meat, masculinity and environmental caring provoke SO much global attention?**

Between 2017 and 2018, and funded by the Arts and Humanities Research Council, the Man Food Project ran in Bristol. Working with community partners (Windmill Hill City Farm and The Matthew Tree Project), it brought together small groups of men in participatory workshops to cook, eat and chat together. The findings of the project included:

- some men want to eat less meat (for animal rights, health or environmental reasons) but are conflicted about doing so around other men;
- some men experience shame and bullying eating vegetarian food around male friends;
- some men experience peer pressure from family members to eat meat.

An academic paper by the project's researchers Dr Emma Roe and Dr Paul Hurley was presented at the Royal Geographical Society's Annual Conference 2018, and a blog about the project's findings was written by Roe for the Global Food Security Blog. Initially picked up as a news story by UK press, media attention snowballed and the project was referenced in 95 articles on news (31) and lifestyle (64) websites in UK, Nepal, USA, Russia, Indonesia, Netherlands, Mexico, Chile, Nicaragua, Italy, Brazil, Portugal, Philippines, Belgium, France, Finland and Hungary.

Of those websites, 16 had a comments facility, with a combined number of 1945 comments. These form the basis of a developing dataset for discourse analysis, from which emerging themes include:

- distrust of academic 'experts' and journalists;
- bullying;
- misogyny and homophobia;
- resilient masculinity;
- self-declared vegetarianism.


Analysis of the research and media coverage has informed the direction that Man Food will take, in work with caterers to find opportunities to overcome men's obstacles to consumer meat reduction. It will also form the basis of a paper by Roe and Hurley 'When clickbait bites back: affect and public engagement in populist news coverage of geographical research', to be presented in 2019.

Tynemouth Geordie., The Real World, United Kingdom, 1 week ago

News

### Men fear social shame of ordering vegetarian dishes, study finds

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20 men were interviewed about their eating habits. Well that is hardly a representative proportion of the male population to base any king of conclusion on. I am well past 70 , I like to eat meat, and stuff the "veggies" and their dictatorial attitude of telling us what we should eat.

GIVEMESTEAK, NONE OF YOUR BUSINESS, United Kingdom, 1 week ago


If one of the boys stopped eating meat he would never hear the end of it. The mocking would be relentless. He would be pushed to the point of butchering something himself and eating it raw just to prove he is still a MAN. The only men that do not eat meat are weak s0y-b0y betas. FACT!!!

## Men Are Afraid to Order Vegetarian Dishes Because Masculinity Is Still That Fragile

Friends are shaming friends for not eating meat, new research found.


BY SARAH RENSE SEP 4, 2018

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Therealdeal79, Hereford, United Kingdom, 1 week ago

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You mean they interviewed 20 milenials from the university who are left wing loons with no common sence and believe everything that Labour tell them !!! I eat meat because I like it and I don't care what people think !!!!

seriousman, Vannes, France, 1 week ago

what utter tosh - we of the many, we of the vast majority, are healthy omnivores. Flog vegans daily with nettles.

Noakes, Oxfordshire, United Kingdom, 1 week ago

and hemp straps ..

William Bate 2 Sep 2018 6:34PM

What kind of a "man" worries about what people think of their food order in a restaurant?

Get out of London, you great Jessies!