

An applied project in Environmental Communication:
Exploring whether people's eating habits can be influenced to incorporate local food through the
production of a short documentary film

By
Alison Shlom
University of Colorado at Boulder

A Thesis submitted to the
University of Colorado at Boulder
in partial fulfillment
of the requirements to receive
Honors designation in
Environmental Studies
May 2015

Thesis Advisors:

Dale Miller, Environmental Studies Department, Committee Chair
Beth Osnes, Theatre and Dance Department
Amanda Carrico, Environmental Studies Department

© 2015 by Alison Shlom
All rights reserved

Table of Contents

Acknowledgements	4
Introduction	5
Background and Review of Relevant Literature	6
Environmental Communication in Environmental Activism	6
The Relevance of Individual behavior change in Eco-Social change	7
Effectiveness of Films on Behavior	8
Film Tactics for Behavioral Change	9
Examples of film-influenced behavioral change	11
Eco-social documentaries that have demonstrate Four Key Elements of an impactful film	12
An Inconvenient Truth—exposing the “truth”	12
Food, Inc.—evoking emotion	13
Super Size Me—addressing relatable issues	13
No Impact Man—Offering realistic solutions.....	14
Differences of Opinion	14
Methodology.....	16
Research Process	16
Film Creation Process.....	16
Technical aspects of Film Production.....	16
Background on Local Food Content	17
How eating habits can be influenced	19
Local food options Specific to Boulder.....	20
My Two-Week Local Diet	21
Survey Process.....	22
How my film was designed to influence the audience, using four key elements	22
Results of the Survey	24
Results in terms of the Four Key Elements for an Impactful Film.....	24
1) Exposing the “Truth”	24
2) Evoking Emotion.....	24
3) Addressing Relatable Issues	25
4) Offering Realistic Solutions	25
Overall Impact	25
Discussion / Analysis of Survey	26
What the results mean.....	26
How the results measure up to my expectations.....	27
Limitations of my research	27
Conclusions	28
Recommendations	29
References	30

Appendix.....	34
Survey Results	38
Summary of Statistical Significance.....	38
Raw Results	38
My all-local diet	46
Link to video online.....	47

Acknowledgements

I'd like to thank my advisers, Dale Miller, Beth Osnes, Amanda Carrico, for their support and encouragement throughout this process. They each supported integral perspectives for this interdisciplinary project, and were able to connect me to those who could help me with uncovered bases.

I'd additionally like to thank my film production crew including Nicholas Bernhard, Jonathan Yates, Rachel Ramberg, and Lex Mobley for their patience and expertise in making my visions become a reality. Timothy Riggs, the CU Academic Media Services staff, and David Underwood also provided key information in my training for putting together the film.

Thank you to those who were featured in my film Mickki Langston, John Brett, Michael Brownlee, Janet Poley, Michelle Gabrieloff-Parish, Neambe Leadon, McCauley Family Farm, The Living Arts School, Hoot N Howl, Front Range Bioneers, Bramble & Hare. Along with taking the time to share their stories, they also provided key information and created the content for the film with their expertise and experiences.

Thank you to my classmates, friends, and family for allowing me to be both stressed and excited about my project, and for supporting me when hitting obstacles.

Communities in Boulder County such as vendors and shoppers at Boulder County Farmers' Market make Boulder an amazing place to eat, drink, and live. The local food community of Boulder County is strong and dependable, and the amount of resources discovered throughout my journey was incredible.

Introduction

The topic for this paper is how people's behaviors can be influenced through film. More specifically, this paper looks at how documentary-style films can influence audience members to act in certain "environmentally-friendly" behaviors. My hypothesis is that film can influence an individual's behaviors.

I looked at a general scope of environmentally-focused behaviors for my research, and then compared this research to my own research based on a short documentary film that I have produced specifically for this project. This film is about the subject of local food, and how someone living in Boulder County can incorporate local food into his or her diet. With this film, I conducted a survey at multiple film showings, before and after the film is shown, in order to get insight into whether or not this film will influence viewers to change their eating habits.

I began this project with an interest in food activism and the question of how to get average people to actually invest in food activism. In order for any eco-social movements to succeed, individuals must be willing to make changes in their lives and create collective change. I looked at how I personally have been influenced in the past, and I realized that even my career path within the Environmental field is due to my exposure to eco-social documentary films. Films are popular among Americans, and I was interested in exploring how film can be an effective way to shock and motivate individuals to make changes to support food activism.

My research question is: how might film be an effective way to impact an individual's behavior regarding the type of food he/she eats?

Background and Review of Relevant Literature

Environmental Communication in Environmental Activism

One of the goals of environmental communication is to create change. Be it through inspiring the rise of great leaders or influencing small daily changes on many individuals, change in behavior is the goal. In order to get there, the message of climate change and other environmental crises must be seen in a positive light. Instead of using a defeatist attitude, which only depresses and enforces environmentally-harmful behavior, alternative perspectives must be highlighted (Smith et al 2014).

Environmental activism became common in the 1960s and 1970s when the public realized environmental issues. It is a historically-held belief that it is the job of the media to inform the public of conditions of the environment would be of interest to them. Ideally, media is used as a communicative device to convey information from authorities to the public, and to convey responses from the public to the authorities (Grunig 1989). While technological media are essential in environmental communication (Cubitt 2005), the media has the power to distort the truth. Other means of communication must be used in order to fill in the gaps of knowledge among the general public.

There are three basic elements of communication (Maser and Pollio 2011). The first basic element of communication is “the sender, someone speaking, writing, signing, or emitting the silent language of attitude or movement” (Maser and Pollio 2011). The second basic element of communication is the “symbols used in creating and transmitting the message, sounds of a particular and repetitive form called spoken words, particular and repetitive handcrafted signs called written words, a particular arrangement of musical notes called melody, and facial expressions, hand motions for the deaf, touch for the blind, and generalized ‘body language’ for the sighted” (Maser and Pollio 2011). The third basic element of communication is the “receiver,

someone listening to, reading, or observing the symbols. These elements are dynamically interrelated and that which affects one influences all,” (Maser and Pollio 2011).

Ideas, which depend on words to convey, breed awareness, leading to understanding and consciousness, determining choices and creating an initial adapt-ability, leading to informed decisions, actions and trade-offs, which result in irreversible consequences, etc. In film, words and visuals are combined through technology to allow for a combination of creativity, rhetoric and aesthetics that are inevitable in the evolution of environmental communications (Kleinman 1999).

The Relevance of Individual behavior change in Eco-Social change

Changing individual human behaviors is not the only part of creating change, but it is necessary in achieving eco-social goals. Being that climate change is linked to anthropogenic causes, many assume that individual behaviors are all that needs to be changed. This is not true, according to the Four I's of Oppression (Bell 2013), which explain the four facets of eco-social oppression are internal, interpersonal, institutional and ideological. In order to create change to combat these facets of oppression, internal, interpersonal, institutional and ideological influence must therefore occur. The Four I's of Oppression are relevant to environmental change because social inequality and other forms of environmental oppression are among the causes of environmental degradation (Dobson 1998). These changes can be made respectively through education, discussion groups, legislature advocacy, and changing the story of climate change (Smith et al 2014). Environmental films tend to most directly impact ideological and internal passageways to change, but are linked to each of the Four I's—one type of change can inspire another.

Recognizing the Four I's in this paper provides significance in targeting individual behaviors. It is understood that internal change alone is not necessarily enough to create effective societal change and should be complemented with other types of change.

Effectiveness of Films on Behavior

Environmental film is a common method of communicating environmental causes to the general public in today's society. Such films can “serve as catalysts for organizing, network-building and civic action” and are meant to strengthen the capacity of audience members to engage in complex and relevant eco-social topics (Clark and Abrash 2011). From classrooms to movie theatres to independent screenings, documentaries of all types, especially social movement documentaries, have been very popular in the new millennium. Environmental education is growing as scientists discover more issues that impact us directly and as climate change becomes more evident. Going beyond text and creating a digital documentary allows people to go beyond simple understanding of a subject, creating a deeper connection to and perspective of a topic (Green et al 2015). It is important to understand how these documentaries create impact; those who view documentaries may be educated and motivated to make changes within their lives. An impactful film may push a social movement forward, but it takes more than factual evidence footage—many aspects must be considered. Eco-social documentary films tend to be hit-or-miss, and so careful strategic planning is necessary in the production of such films (Clark and Abrash 2011). In the film created for this thesis paper, “Eat, Drink, Be Local”, I apply research for how to create an effective environmental film for the local food movement. My goal was to see firsthand how impactful film production techniques could be in creating environmental social change.

Film Tactics for Behavioral Change

Environmental activists and educators need to be aware of how to mobilize people and thus illicit change. Film is an evolving means of conveying messages, and with the growth of access to films, be it through popular movie streaming subscriptions or iTunes, environmentalists can take advantage. It is also important for filmmakers of environmental films to understand the importance of how the environmental crisis is framed (Lakoff 2010) and the story you are portraying to viewers (Smith et al 2014).

With the boom of Netflix and other movie-streaming companies, documentaries are readily available. Films are produced for both the environmentally-savvy and the general public. A variety of audiences must be reached in order to create collective change. Considering a target audience helps film producers frame the story that they want to tell (Lakoff 2010).

In film production and distribution, it is important to recognize the inevitable “bias selectivity” and the problem of a gap in the audience a film can reach (Hirsch and Nisbet 2007). However, this can be used to one’s advantage by targeting screenings to policymakers and affected populations to amplify impact by stirring emotion and strengthening the core movement before expanding to a more broad audience (Abrash 2009). There are also potential solutions towards minimizing selectivity bias in order to expand the audience, including sponsorship of discussion forum screenings. At these types of screenings, filmmakers have the opportunity to allow viewers to participate in discussions regarding the relevant environmental topic, giving viewers time to absorb the information they acquired from the film before they leave the theater (Nisbet 2014). One way to expand an audience base is through the use of documentaries in public and private education—they are currently not given enough credit as a means of learning. Documentaries display subject matter with more complexity than just black-or-white and offer an engaging facet for teaching (Frank 2013).

Eliciting impact can be done through using a combination of certain film techniques. Some of these techniques include: use of real people, titles to establish settings, establishment of stories, use of protagonists, emotional appeal, empowerment, and established credibility through authoritative narration and interviews with “experts” (Marfo 2007). Using emotion, and furthermore utilizing specific positive and negative emotions, can trigger different responses from viewers and can be used as persuasion strategies (Lamar 2013). Marfo (2007) breaks down the components of an impactful film, based on a handful of influential documentaries, including *An Inconvenient Truth*, *Fahrenheit 9/11*, and *Wal-Mart: The High Cost of Low Price*. I used this type of strategy with a different selection of films to create my own parameters for what components are essential in an impactful eco-social film.

Using lots of action verbs is common in environmental documentaries and especially in film titles. Research shows that gentler language is more persuasive in cases where initial conviction is lacking, but pushier language can be used on audiences that already have interest in the subject matter (Kronrod et al 2012).

Another use of film that can be very effective and move viewers is the use of silence. Silence can draw anticipation, discomfort, and even anxiety. Many fortunate people are able to speak as they’d like, and fill silences when they are uncomfortable, but when watching a film, viewers are forced to withstand the silence. Silences force people to engage, to reflect, and to wait (Maser and Pollio 2011).

It is crucial that documentary films do not stand alone, as they alone will not provide support to mobilize individual change. Transmedia outlets such as Facebook, blogs, and other forms of social media allow for constructive efforts in public engagement, creating more mobilization towards social change--the ultimate goal (Karlin and Johnson 2011).

Examples of film-influenced behavioral change

Eco-social films that demonstrate strategies for action can act as models of specific citizen behavioral changes. Leaders may be inspired to duplicate movements that they have seen work in other places. Additionally, films may inspire discussion among viewers on complex issues, which can incorporate further insight with a broad range of perspective (Smith 2010). Film can be a starting point to create discussion, but digital technologies can further inspire the follow-through of behavioral change, providing the means to do so if adapted properly to the targeted audience (Clark 2010). Community is thus created through screenings, and certain interests create solidarity among those wanting to work on specific eco-social issues (Clark and Abrash 2011). Partnerships can expand an audience base, allowing for broader potential for who may be influenced.

In past studies, it has been found that those with previous environmental interests are more inclined to demonstrate environmentally-friendly behavior once seeing an environmental film (Arendt and Matthes 2014). People are often inspired to behave once watching documentary films is by donating money because they are being virtually exposed to endangered beauty. Feeling connected to nature has proven to increase motivation to donate to environmental organizations, and so this finding may correlate between other types of connectedness leading to similar pro-environmental behaviors (Arendt and Matthes 2014). “Nature” in films has been constructed to some extent in order to create good footage for a film, bringing the audience closer to the nature. Reality is reconstructed, because the events that are all simultaneous in the film in reality happen more spontaneously (Arendt and Matthes 2014).

The impact of films may be demonstrated through public mobilization, policy impact, created partnerships around a topic, and reported activities including “voting, partnerships,

events, training, and behavioral change” (Clark and Abrash 2011). While some behavioral changes can be immediate and potentially temporary, others are long-lasting and impactful on a broader scale.

Eco-social documentaries that have demonstrate Four Key Elements of an impactful film

I broke down some key elements found in mainstream eco-social documentaries, *An Inconvenient Truth*, *Food, Inc.*, *Super Size Me*, and *No Impact Man* in order to plan for the production of my own film. I defined a theme for each of the films, and addressed these key elements in my own film. These elements include: 1) exposing the “truth”, 2) evoking emotion, 3) addressing relatable issues, and 4) offering realistic solutions. *Food Inc.*, *Supersize Me*, and *An Inconvenient Truth* rank 38, 20, and 10 respectively among total lifetime grosses of all documentaries, environmental and otherwise, released in theatres (IMDB 2014). With such a large audience and such success, these films can be considered examples of impactful films for future eco-social films to follow.

An Inconvenient Truth—exposing the “truth”

An Inconvenient Truth is a film that explores the statistics of climate change, as presented by Al Gore. A public figure, Al Gore is trusted by the public, and used this position to “expose the truth”. The entire length of the film, Al Gore demonstrates the impact of climate change through tables and graphs, creating a convincing, science-backed argument for something that had been previously a taboo topic. Many impactful strategies were used for the production of this documentary, but the content of the film was based on revealing the truth. Exposing the truth provides a shock factor.

Mainstream media does not cover enough to create universal understanding and action on climate change (Smith et al 2014), and *An Inconvenient Truth* was an effective means of

conveying years of information hidden from the public. By educating a commercial audience rather than only a scholarly audience, audience members were provided a lot of new information that could influence their outlook on climate change and perhaps impact their behaviors.

Food, Inc.—evoking emotion

Food documentaries often have a basic goal of changing the way people eat. “We all eat” is a common phrase among food activists in order to relate to all people, and to show that we all make the choice of what to eat every day. *Food, Inc.* is a leading food documentary that seeks to unravel the processes behind our food and give audiences a new perspective of the food system (Linfield 2003). The shock factor of unveiling images of the food production process creates intense feelings of emotion, as does seeing a family that was directly harmed by a food disease caused by industrial production. The film demonstrated a variety of emotions, from tragic despair, to hope in promising alternatives. Creating an emotional connection to a subject matter influences audiences to feel these same emotions when dealing with similar situations in real life, and feeling these emotions could reinforce environmentally-friendly behavior.

Super Size Me—addressing relatable issues

Fast food has become a normalized part of today’s food culture, and *Super Size Me* challenged the consumption of fast food. One man dedicated his entire diet to McDonald’s, and people watched in disgust as his health plummeted. The film’s protagonist went to the extreme to show the nature of fast food nutrition in order to prove a point. He took a relatable issue—consumption of fast food—and showed viewers that they are harming themselves, by harming himself. Audiences see the protagonist suffering and decide that they do not want to suffer in that way.

No Impact Man—Offering realistic solutions

No Impact Man shows how an average person living in an urban environment can create zero waste and lower his carbon footprint to zero. Going to the extreme, he displayed creative alternatives to living habits. Some of his alternatives were basic, but viewers may not have previously realized the impact of simple behaviors due to being accustomed to creating waste (Schneider and Miller 2011). By offering realistic solutions, *No Impact Man* creates awareness and guilt, but then shows viewers how he has gone about making his own changes and invites them to do the same.

No Impact Man was split into two parts: reduction of harm, and enhancement of good. Beyond the documentary, film producers also started a non-profit to help others live in the same manner as shown in the film (Schneider and Miller 2011). It is important to realize that many eco-social franchises go beyond producing a film in order to reinforce the possibility for change.

Differences of Opinion

It is important to note that documentaries alone are not necessarily effective ways of pursuing a cause. Film is said to be best when accompanied by an array of other means of persuasion and education. Films are a great way to educate and inspire, but other infrastructure must exist for viewers to follow through with any changes that they may want to make and to create a timelessness for documentary films, including “tools, issue networks, field based partnerships” and other modern ways of communicating (Clark and Abrash 2011).

Similarly, it is important to realize that individual behavior alone cannot easily change the system—in conjunction with other means such as policy change and large business decision-making, individual behavior is most effective (Clark and Abrash 2011).

An important consideration for using film to convey environmental causes is the “ambivalence of application” portrayed through use of irony (Hughes 2014). The point of

making a documentary is to educate about an environmental cause, yet the process of making a film supports industries that are ecologically harmful. This is ironic, and important to consider, so that filmmakers can focus on creating a net outcome of good.

Methodology

In order to understand the impacts of film on behavior and thinking concerning environmental themes, I collected overarching, comprehensive research regarding the use and impact of film in environmental communication. I then applied this research to make my own film, and conducted a survey of film viewers to see whether or not my film has the potential to impact the behavior of viewers.

Research Process

First, I researched the production-side of how film has been incorporated as a tool in environmental communication, and then studied the techniques and motivations applied to filmmaking by those who produce these types of films. I then researched how, once audiences have viewed these films, the films impact the audience's behavior and thinking.

Film Creation Process

Technical aspects of Film Production

I decided to use the components of a successful eco-social documentary to make my own film. My film is about local food, which is a topic of which I am passionate. There is a growing list of food documentaries, but I wanted to make a film about a more specific topic and address local food on a relatable and local scale. While many food documentaries tend to focus on the problems at hand and the negative aspects of the current system, I wanted to focus on solutions and erase excuses. My focus is not on why to eat local, but how to eat local. My biggest inspiration for my film was *No Impact Man* (2009), in which a protagonist shows how to live without impact.

For a hands-on approach, I went from start to finish through this entire process. I chose an environmental theme--the benefits of local food--and produced a 12-minute documentary film from over four hours of footage. As a novice filmmaker, I formed a team consisting of film technicians, an editor, and a composer, in order to end up with a finished product that is more professional. I also sought help pre-production in order to get a feel of documentary production processes. I aimed for professional quality in order to credit my film with authority and make it perceived as trustworthy by audiences.

First, I wrote a script and outlined the format of the film. I wanted a format that fit the aspects of a successful film as I had seen from my research. This format included a personal story, “expert” interviews, the perspective of farmers, and an explanation of some of the benefits of local food. I also recorded a voice-over to provide guidance throughout the film and to create a fluid feel. Additionally, I considered whom I wanted as my targeted audience, and how I would be able to share my film with the targeted audience, such as sharing at film festivals or conferences. My target audience was people of a similar demographic to my own—college students in Boulder County—because they could potentially relate to my story. This type of audience was the majority of who I asked to participate in a screening survey post-production. However, a target audience does not mean that it is limited to only this group. I planned to submit the film to conferences and festivals that would consist of those outside this target audience, so I tried to design the film to fit a wider audience as well.

Background on Local Food Content

With the development of industrial agriculture and decreased visibility of the food system, many environmentalists, healthists, and concerned citizens have turned to locally-sourced foods.

The local food movement is a social movement growing in popularity around the United States. The local food system is one of multiple alternative food systems in which diet

reformism is encouraged in hopes of attaining the larger goal of global sustainability and fighting climate change (XXX XXXX). Everyone eats, but today's culture has trained people to eat food without questioning its process or impacts. While many people value health, local economy and environmental sustainability, they are not aware that their eating habits impact climate change (Rainbolt et al 2012). Factory farming uses harmful chemicals and techniques detrimental to the environment; vast amounts of fossil fuels are burned for storage and travel of out-of-season goods; culture reinforces consumer habits that maintain the unsustainable food system (Martinez 2010).

Members of the local food industry, as mentioned at the Local Food Think Tank hosted by Mile High Business Alliance in August 2014, discussed one of the many barriers from an effective local food system to be a lack of education and motivation among the general public. Being that I have seen many inspiring environmental documentaries, I thought that this could be an effective means of reaching the general public and creating motivation. In order to produce an effective film, it is important to understand what content will do the most to motivate viewers to change their eating habits.

The key to creating change is to get people to question where their food comes from. I wanted the audience of my film to see that they have a choice of what food they eat, and that they actively choose to eat processed, non-local food with every meal, if that is the case. Producing food has become less natural than before factory farming became standard. It is clear that there is a difference between conventional farming and non-conventional farming as explained by Steve Martinez (2010).

Jessica Prentice, founder of a community-supported kitchen in Berkeley, California, coined the term "locavore" to describe those who opt to get their food, when possible, from within a 100-mile radius (Costa 2010).

The benefits of local food are widespread. Shuman (2012) reported on statistics that would result from a 25% shift to food localization in Boulder County. Though it would be costly to build infrastructure to support local food, the benefits would be great--an estimated 27,000 jobs would be created, community culture would resurface, and people would be more in touch with their food (Shuman 2012). There are also health and environmental benefits to sourcing food locally. An increasing number of people are aware of the benefits of food localization, and support is increasing (Brownlee 2011).

How eating habits can be influenced

Influencing consumer behavior is a broader category of influencing eating habits. Consumer habit influence varies greatly depending on the context of an individual, but can be influenced through film (Witmer 2013).

A person's choosing between one of several foods will result from the combination of several factors including "taste, nutritional value, time or effort required for preparation, cost, and possibly such attributes as whether or not it has all natural ingredients" (Harrison 1984). The combination of the above-mentioned factors will weigh in to the final purchasing decision based on "what level of each attribute he perceives each food as having", "how much utility he perceives each level of each attribute offering him—to part-worth of the attribute level", "how the attribute part-worths are combined to form a utility value for each product, that is, each bundle of attribute levels. The probability of choosing a product will be proportional to its utility," (Harrison 1984). Purchasing food is a very personalized process and varies depending on individual preference and ability. However, one's purchasing behavior can be assumed once

acquiring background information on preference and ability to buy certain foods. Knowing how an individual has made past purchases can give insight into their future purchases, because buying food is a routine task done often (Harrison 1984).

Research has been conducted that shows a gap between food purchasing behavior and attitude towards what consumers prefer to eat (Rainbolt et al 2012). Rainbolt et al suggest that social values can be taught through educational programs, helping to close this gap and guide consumers in making purchasing decisions that match their values. Another way in which this gap can be closed is by institutions and markets committing to sourcing their food locally, so that behaviors do not have to change as drastically—customers merely have to demand local food and support businesses where local food is offered.

A suggested individual behavioral change is to start by substituting staple items in one's diet to locally-sourced foods. Dairy, eggs, and meats are available year-round, and seasonal vegetables vary depending on the time of year (Langston 2014). By supporting local businesses, the public contributes to their increasing revenues and chances of making a high enough profit to continue business. By avoiding conventionally-made goods, the demand for these goods decreases, which will in turn, increase the likelihood of a decreasing supply (Shuman 2012).

Local food options Specific to Boulder

Boulder, Colorado is a hub for all things local. Those seeking to eat locally-sourced foods within Boulder County have many options. From multiple Farmer's Market locations to farm-to-table restaurants, to farming workshops and internships, there is something for those who wish to substitute one food item for a local option (Langston 2014), to dedicating one's entire diet to locally-sourced food.

Institutional markets, supermarkets and restaurants, in Boulder in particular, have been trending to shift towards local food. Ikerd (2013) claims that while farmers markets, CSAs and gardens are important, “the local food movement is... defined by the growing number of retail food stores and institutional food buyers who are committed to sourcing as much food as possible from local growers”. There are even non-profit organizations dedicated to shifting Boulder County to local, one of which is called Local Food Shift. This organization offers residential and commercial resources, including a map of local sources and a project to shift businesses to pledge 10% of their groceries to locally-sourced options (Brownlee 2011). Local Food Shift also sponsored the Shuman Report, which was a project to explore the benefits of Denver Metro shifting to local, and how to realize this shift (Shuman 2012).

Boulder’s local market is strong, and we can expect that it will continue to expand their local market, as more and more restaurants shift local, as more and more individuals make local purchases, and as exposure of the cause grows.

My Two-Week Local Diet

An essential component of my film was the creation of a story. Following an individual through a journey allows for audience members to find a deeper emotional connection to a film, as opposed to a purely factual film. I decided to commit myself to a completely local diet--I would only consume food and drink of which every ingredient was grown or raised in the state of Colorado. Finding purely local foods was challenging, but through presenting a challenge and surpassing it, this made for an interesting story for the film.

My experience was positive and I learned many ways in which to eat locally-sourced food in Boulder County. Before the two weeks began, I did some preparation for eating completely local, including berry picking and preserving these berries along with other fruits, all bought from a farm stand at a U-Pick operation in Northern Boulder. On the first day of my diet,

I butchered a chicken, and used the chicken parts for nearly a week of protein. I also stocked up on fruits, vegetables, eggs, milk, once a week and bought pork on the second week. I bought bulk local honey and tea from Alfalfa's grocery store, along with stocking up on vegetables and juice during the week when I had no where else to buy food.

Survey Process

Once shot and edited using persuasive techniques acquired from research, the film was screened to a diverse audience who participated in pre- and post-screening surveys. These surveys were meant to grasp how successful this short film could be in educating and promoting positive change in the audience's behavior and thinking, therefore moving the environmental cause forward. The survey provided background information of the individual's prior relationship to environmental and social causes and to films of this nature.

The survey was designed with specific goals in mind. I wanted to document the demographic of participants, including their prior commitment to environmental issues, whether they were part of a more liberal or conservative generation, and their level of formal education, indicating having had more access to information regarding climate change. The second goal was to look at previous interest in eco-social topics, especially previous interest and access to eco-social films. I also looked at each individual's general eating habits and perspective on their own eating habits. Finally, I wanted to see whether the individual was at all influenced or educated by my film, in order to infer the potential for behavioral change.

How my film was designed to influence the audience, using four key elements

Having used four key elements of a documentary influencing the behavior of individuals, as mentioned in my research, I hoped that results would show influence on audience perspective. I addressed the first key element, exposing the truth, in a slightly different way than

other films I have analyzed. Instead of focusing on exposing the truth of the “why”, I focused on exposing the truth of the “how”. I wanted to show the truth that eating local food is possible. I wanted to restructure the food industry story to focus on how change can be positive, regarding the shift towards local food, and how to do so. My expectation would be that this approach would create hope, prove that there are feasible ways to eat local, and show that the local food movement is already happening and is strong in Boulder. The next key element, addressing relatable issues, was present in my film as well, when addressing the problems I had during my local diet, and discussions of cost, seasonality, availability and taste of local food. My showing how an average person can go to the extreme and eat only local food for two weeks, my hope was to show that it is possible. The third key element, which relates to the second, is offering realistic options. By addressing common issues and offering realistic solutions, I hoped to break down common excuses that people have for eating locally-sourced food. Suggestions were made such as substituting one food for another to slowly begin supporting local growers, letting time pass for cravings to lessen, and food preservation such as freezing. Lastly, the fourth element of evoking emotions was present in my film. I tried to make all scenes relate to some emotion, but I focused on using colors and aesthetically pleasing scenes, as well as shock, hope, humor and happiness. With the background music light, my film was meant to create an uplifting feel.

Results of the Survey

Results in terms of the Four Key Elements for an Impactful Film

1) Exposing the “Truth”

During written text responses, there were multiple events of participants acknowledging specific pieces of information that they found to be new and interesting. There was no prompt to mention anything but how they felt after watching the film, and so it can be said that for at least some viewers, some truth was exposed in the film, and they felt enough impact to mention these truths at their own will.

Additionally, participants were asked to rank their opinions of their own eating habits before and after the film. Frequently, answers showed increased self-criticism, which may be due to an influx of new information and truth that helped viewers realize that their current diet does not match their values, if that is the case.

2) Evoking Emotion

Participants were asked to list words describing how they felt having seen the film. Some responses included: motivated, inspired, excited, aware, and hopeful. Observing the screening, participants would react at specific times with laughter or by shielding their eyes. I interpreted this to mean that because of physical reactions of audience members that some sort of emotion was experienced. Other aspects of the film were mentioned in surveys including the “uplifting music” and “positive experience”, showing some sort of positive emotions felt.

3) Addressing Relatable Issues

My film content was designed to address questions including cost, availability, and seasonality of local food. Multiple participants commented that they would eat locally if only it were less expensive, more available, and available year round. Because participants mentioned these topics, the idea to address these certain topics is relevant to addressing relatable issues.

4) Offering Realistic Solutions

In response to addressing relatable issues, I had hoped that my film could offer realistic options. Most participants were able to list more options for how to acquire local food after having seen the film than before seeing the film. Therefore, realistic options such as going to restaurants that source their food locally appeared to be one of the most realistic options agreed upon by participants. However, multiple participants commented after the screening that they still saw expense and availability as prevailing issues. Because these issues still stood after the film had offered several options for both expense and availability, these options may not be considered universally “realistic”.

Overall Impact

Survey answers were varied, as expected. A majority of the participants had seen eco-social documentaries previously and self-proclaim to have been influenced by past films.

Participants were asked whether they think that the film they just watched will make a lasting impact on their everyday lives (Part 2: Question 6) and 13 participants said “Yes”, 15 said “Maybe” and 6 said “No”. That means there is potential that 28 out of 34 participants, or 82.4%, could experience lasting impacts from the film. While this study will not monitor how participants change their behavior concretely, the majority of film viewers think that there is a possibility of behavioral change.

For the question “How likely in the next month, from 1 to 10, are you to pay a slightly higher price for local food,” participants changed their answers significantly ($p=0.0483$) once having seen the film, showing increased intent to buy local food at a slightly higher price than conventional food (Summary of Statistical Significance, Page 38). This result shows success for the film in its ability to impact intent to change food-buying behaviors. The other result showing significant change ($p=.0089$) in answer before and after viewing the film was in response to the question “How likely in the next month, from 1 to 10, are you to make a purchase at a farmer’s market in the next month”, showing that participants are more likely to make a purchase at a farmers market having seen the film, and the intent of participants to act in this type of environmentally-friendly behavior has thus increased.

Discussion / Analysis of Survey

What the results mean

Due to variety in my results, it can be assumed that the observed potential for behavioral change depends greatly on outside factors. These outside factors may include previous exposure to the subject matter of the film, interest in similar subject matters, or ability to focus while watching a film. Generally, the results showed that there is potential for individual behavior having seen the film. The film created awareness and increased motivation, even if temporary.

College-age students from the University of Colorado, who made up the majority of those surveyed, tend to be excited by progressive topics. While sometimes limited by how to access food as a college student, watching eco-social films creates a sense of awareness. The film may not result in behavioral change in this particular audience until these individuals have more independence in their daily adult choices, such as where and how often they purchase their own food. Some participants who were already familiar with eco-social subjects were more heavily

influenced, while others who are already familiar felt less influenced, and this may or may not have shifted my results.

How the results measure up to my expectations

My expectations for the survey results included that previous interest in eco-social topics would relate to a higher rate of influence by the film. However, I expected varied results, especially because some people were previously interested in such topics may feel that they hadn't learned anything new from the film, being that it has simple and direct information. I expected that no matter the person, he/she would demonstrate questioning his/her current behaviors after seeing the film, and this was mostly the case. I was disappointed to see that viewers did not feel that the solutions that I provided were realistic enough to fit into their everyday lives. However, enough participants found certain solutions valuable, so whether solutions are "realistic" or not may be subjective to each viewer.

Limitations of my research

My research is limited in that it included a population that is geographically small, and has a narrow age range. While the film was intended with a target audience of young adult citizens of Boulder County, my hope was that the film would still reach a wider audience. Those who completed the survey were all people that I know, and so they may be biased in how they filled out the survey.

Additionally, it is not a perfect method to rely on survey responses. People may have felt obligated to answer in a way that represents their ideal, is untruthful, or is exaggerated. They even might have answered questions haphazardly in order to finish in a short amount of time. While I tried to limit knowledge of the purpose of the survey to reduce influencing how participants answered, those participants who are aware of the purpose of the survey may have written what they think I want to hear instead of replying with sincerity.

Conclusions

Studying the impacts of film on behavior and reviewing the results of my screening surveys, evidence shows that behavior can be influenced by film. The degree to which someone may be influenced depends on individual context as well as effectiveness of film content in providing the resources to create individual behavioral change. The specific behavioral changes are difficult to assume with only the results of my studies, and are likely of a variety depending on the individual's interests and values. However, change in intent of behavior was observed through my survey.

Creating a film that focuses on the Four Key Elements guided film production, and they are the backbone of why the audience felt influenced. I feel that my film may have had stronger influence had more of the audience found my given solutions “realistic”, which shows the importance of incorporating each of the Four Key Elements.

My research provides evidence that individual behaviors can result from viewing an eco-social documentary, if the film is made to intend influence. Specific to my film, viewers felt more aware and educated about the local food movement and more critical of their own eating habits having watched the film. They are also more likely to engage in behaviors regarding food that match up to their values having watched the film. In this way, the film was a success.

Recommendations

Many articles suggest that the local food movement is a “Local Trap” (Born and Purcell 2006). There are many assumptions about local food being intrinsically “good” and this is not always the case. There are still problems with buying food locally; you are not guaranteed to be supporting sustainability.

Food documentaries often do not succeed in combining environmentalism and environmental justice. The vision is made of a white family farm, instead of what has become a problem of class distinction. Many people live in food deserts, and these people, who are largely of lower-income families, have difficulties finding nutritious foods, let alone foods that are local, sustainable, or organic (Pilgeram and Meeuf 2015). I would suggest incorporating these themes into other films with more access to further “expose the truth”. There are a variety of issues within the agriculture industry, but food justice is important, as the food system keeps class distinction regrettably strong.

Research to continue beyond this project could include: deeper investigation of how transmedia plays an important role in supplementing film; a follow-up survey to see whether participants have experienced behavioral change due to the film; conducting similar surveys to a wider audience; psychoanalysis of how viewers feel when watching documentary films; creating other types of media to convey eco-social messages, such as cartoons or reality television.

References

- Abrash, B. (2009). Social Issue Documentary: The Evolution of Public Engagement. Retrieved November 17, 2014, from <http://www.cmsimpact.org/media-impact/related-materials/documents/social-issue-documentary-evolution-public-engagement>
- Arendt, F., & Matthes, J. (2014). Nature Documentaries, Connectedness to Nature, and Pro-environmental Behavior. *Environmental Communication*, 0(0), 1–20.
<http://doi.org/10.1080/17524032.2014.993415>
- Bell, J. (2013). The four “I’s” of oppression. YouthBuild USA. Retrieved from <https://youthbuild.org/sites/youthbuild.org/files/Four%20Is.pdf>
- Born B., & Purcell M. (2006). Avoiding the Local Trap: Scale and Food Systems in Planning Research. *Journal of Planning Education and Research*.
- Brownlee, M. (2011, March 24). The Local Food Revolution. Retrieved December 9, 2014, from <http://www.boulderweekly.com/article-4806-the-local-food-revolution.html>
- Center for History and New Media. (n.d.). Zotero Quick Start Guide. Retrieved from http://zotero.org/support/quick_start_guide
- Clark, B. (2010, April 19). Social Issue Documentary: The Evolution of Public Engagement. Retrieved November 17, 2014, from <http://www.cmsimpact.org/media-impact/related-materials/documents/social-issue-documentary-evolution-public-engagement>
- Clark, J., & Abrash, B. (2011, September 28). Social Justice Documentary: Designing For Impact. Retrieved November 17, 2014, from <http://www.cmsimpact.org/media-impact/related-materials/case-studies/social-justice-documentary-designing-impact>
- Costa, T. (2010). *Farmer Jane*. Gibbs Smith.
- Cubitt, S. (2005). *Eco media*. Amsterdam□; New York: Rodopi.
- Dobson, A. (1998). *Justice and the Environment□: Conceptions of Environmental Sustainability and Dimensions of Social Justice: Conceptions of Environmental Sustainability and Dimensions of Social Justice*. Oxford University Press.
- Frank, J. (2013). The Claims of Documentary: Expanding the educational significance of

- documentary film. *Educational Philosophy and Theory*, 45(10), 1018–1027.
<http://doi.org/10.1111/j.1469-5812.2012.00849.x>
- Green, M. R., Walters, L. M., Walters, T., & Wang, L. (2015). Not Just Another Research Paper: Understanding Global Sustainability through Digital Documentary. *The Social Studies*, 106(1), 37–46. <http://doi.org/10.1080/00377996.2014.964390>
- Grunig, L. A. (1989). Environmental Activism Revisited: The Changing Nature of Communication through Organizational Public Relations, Special Interest Groups and the Mass Media. Monographs in Environmental Education and Environmental Studies. *ERIC Institute of Education Sciences*, 5. Retrieved from <http://eric.ed.gov/?id=ED304332>
- Harrison, G., et al. (1984). *Methodologies for Assessing Factors Affecting Food Selection*. National Academies.
- Hirsch, K., & Nisbet C., Matthew. (2007, March). Documentaries on a Mission: How Nonprofits Are Making Movies for Public Engagement. Retrieved November 17, 2014, from <http://www.cmsimpact.org/media-impact/related-materials/documents/documentaries-mission-how-nonprofits-are-making-movies-publ>
- Hughes, H. (2014). *Green documentary: environmental documentary in the twenty-first century*. Bristol, UK □; Chicago: Intellect.
- Ikerd, J. E. (2011). Local Food: Revolution and Reality. *Journal of Agricultural & Food Information*, 12(1), 49–57. <http://doi.org/10.1080/10496505.2011.540557>
- Karlin, B., & Johnson, J. (2011). Measuring Impact: The Importance of Evaluation for Documentary Film Campaigns. *M/C Journal*, 14(6). Retrieved from <http://journal.media-culture.org.au/index.php/mcjournal/article/view/444>
- Kleinman, N. (1999). Mixing Oil & Water: Integrating Writing, Design, and the New Technology. In *The Ecology, the Environment, and the Evolution of Technical Communication. Proceedings of the Annual Meeting of the Council for Programs in Technical and Scientific Communication (25th, Lewes, Delaware, October 15-17, 1998)*

- (pp. 3–14). S.l.: Distributed by ERIC Clearinghouse. Retrieved from <http://www.eric.ed.gov/contentdelivery/servlet/ERICServlet?accno=ED427327>
- Kronrod, A., Grinstein, A., & Wathieu, L. (2012). Go Green! Should Environmental Messages ‘Be So Assertive? *Journal of Marketing*, 76(1), 95–102. <http://doi.org/10.1509/jm.10.0416>
- Lakoff, G. (2010). Why it Matters How We Frame the Environment. *Environmental Communication*, 4(1), 70–81. <http://doi.org/10.1080/17524030903529749>
- Lamar, B. (2013). *Going Green: Evaluating the Effectiveness of Environmental Documentary Film* (Thesis). University of Otago. Retrieved from <http://otago.ourarchive.ac.nz/handle/10523/4172>
- Langston, M. (2014, October 18). Film Interview with Mickki Langston [Video].
- Linfield, L. (2003, September). Can documentary food films like Food Inc. achieve their promise. Retrieved from <http://sites.jmu.edu/foodcomm/bibliography/linfield-can-documentary-food-films-like-food-inc-achieve-their-promise/>
- Marfo, A. (2007). The Evolution and Impact of Documentary Films. *Senior Honors Projects*. Retrieved from <http://digitalcommons.uri.edu/srhonorsprog/42>
- Martinez, S. (2010). *Local food systems; concepts, impacts, and issues*. Diane Publishing.
- Maser, C., & Pollio, C. A. (2011). Communication. In *Resolving Environmental Conflicts* (2nd ed., pp. 117–138). CRC Press. Retrieved from <http://0-www.crcnetbase.com/libraries.colorado.edu/doi/abs/10.1201/b11024-8>
- Nisbet C., M. (2014). Gasland and Dirty Business: Documentary Films Shape Debate on Energy Policy. Retrieved November 17, 2014, from <http://bigthink.com/age-of-engagement/gasland-and-dirty-business-documentary-films-shape-debate-on-energy-policy>
- Pilgeram, R., & Meeuf, R. (2015). Good Food, Good Intentions: Where Pro-sustainability Arguments Get Stale in US Food Documentaries. *Environmental Communication*, 9(1), 100–117. <http://doi.org/10.1080/17524032.2014.967706>
- Rainbolt, G. N., Onozaka, Y., & McFadden, D. T. (2012). Consumer Motivations and Buying

- Behavior: The Case of the Local Food System Movement. *Journal of Food Products Marketing*, 18(5), 385–396. <http://doi.org/10.1080/10454446.2012.685031>
- Schneider, J., & Miller, G. (2011). The Impact of “No Impact Man”: Alternative Hedonism as Environmental Appeal. *Environmental Communication: A Journal of Nature and Culture*, 5(4), 467–484. <http://doi.org/10.1080/17524032.2011.611524>
- Shuman. (2012). *The 25% Shift: The benefits of food localization for Boulder County and how to realize them*. Retrieved from <http://localfoodshift.com/site/page?view=shuman-report>
- Smith, J., Tysczuk, R., & Butler, R. (2014). *Culture and climate change: narratives*. Cambridge: Shed.
- Witmer, M. E. (2013). *An Investigation of Consumer Motivation in Alternative Consumption and Impression Formation*. Retrieved from <http://hdl.handle.net/2027/mdp.39015089701919>

Appendix

Rough film script (further changes were undocumented)

<p>Eat, Drink, and Be Local</p> <p>alison.shlomacolorado.edu</p>
--

VIDEO	AUDIO
OPENING CREDITS: (An NHB Films Production) Brought to you by University Research Opportunities Program	
WHAT IS THE DEAL WITH LOCALIZING FOOD?: Bioneer's Conference Panel	<u>PANEL</u> [Control of our knowledge; taking back what is ours]
Fade to black B-roll of shots with people	<u>ALISON NARRATIVE</u> Average Americans don't always think about what they're eating. We all have to eat, but our choices don't always line up with our values. Ideally, we would all love to eat healthy, delicious food that is easy to find, inexpensive, and environmentally sustainable. You might not realize it, but this type of food can be easier to find than you think.
Cut to Mickki Langston Interview	<u>MICKKI</u> [blah blah]
Cut to John Brett Interview	<u>JOHN</u> [blah blah]
Cut to Michael Brownlee Interview	<u>MICHAEL</u> [blah blah]

VIDEO	AUDIO
Cut to Graphic animation	<u>ALISON NARRATIVE</u> There are so many options for supporting your local food system. There are farmer's markets, farm-to-table restaurants, farm stands, hunting an foraging, farm-to-school programs, and even community gardens where you can grow your own food or even partner with another gardener. You could even invest in a home garden or chicken coop. An easy option is to look for local labels while shopping at your grocery store.
Fade to black	
WHAT I AM GOING TO DO; MY DIET PART 1 OF 4: B-roll footage of different shots of food from each activity and chapter	<u>ALISON NARRATIVE</u> My name is Alison, and I live in Boulder, Colorado, a hub for anything healthy. People here care about health and the environment, and find ways to live with these values. A common way for people to keep healthy, support the local economy, and reduce their carbon footprint is by eating local. Okay, so we get that eating local is a great option, but how do we do it? I'm going to try and eat only locally-sourced food for the first 2 weeks of November.
Alison On-screen; cutting in and out with B-roll footage.	<u>ALISON</u> [start of local food diet]
WHAT ABOUT EXPENSE AND CONVENIENCES?: Title: Isn't local food expensive? Isn't local food inconvenient? Mickki on-screen	<u>MICKKI</u> [talking about how she prioritizes nutritious food despite cost]

VIDEO	AUDIO
John on-screen	<u>JOHN</u> [blah blah]
Michael on-screen	<u>MICHAEL</u> [blah blah]
B-Roll	<u>ALISON NARRATIVE</u> There are many problems with America's food production. Farmworkers struggle to support their families, genetically modified crops fill our grocery stores, and animal welfare is sacrificed. So, in addition to buying local food, I also support social justice and sustainable practices. There is no silver bullet solution to fixing our food industry, but I think that it is important that your values match up to your behaviors.
Fade to black	
MY DIET PART 2 OF 4: Hoot n Howl Footage	<u>ALISON NARRATIVE</u> To prepare for my local diet, I went to a U-Pick farm owned by Janet and Bob Foley. I wanted to incorporate some berries into my diet, and since a hard frost was likely to happen before November I went beforehand to get fruits and vegetables to keep in my freezer. I also wanted to learn more about the Boulder farmer's perspective.
Janet Foley Interview	<u>JANET</u> [interview clips... it's difficult to make money]

4

VIDEO	AUDIO
FOOD LOCALIZATION IS EVEN BENEFICIAL FOR THE ECONOMY: Title: Food Localization benefits the economy Michael Brownlee Interview	<u>MICHAEL</u> [Shuman report, building our food sovereignty]
Mickki Interview	<u>MICKKI</u> [food dollars]
MY DIET PART 3 OF 4: Alison diet check-in	<u>ALISON</u> [diet check-in]
LOCALIZING FOOD IS A CATALYST FOR GROWING COMMUNITY: Michael Interview	<u>MICHAEL</u> [talking about community growth from local food]
Mickki Interview	<u>MICKKI</u> [food community]
John Brett	<u>JOHN</u> [food community]
LOCAL FOOD IS INCREDIBLY GOOD FOR YOU: Michael Brownlee talking about how starting with 10% pledge to local food will change your whole lifestyle Michelle, conference panel, McDonalds story	<u>MICHAEL</u> [10% pledge] <u>MICHELLE</u> [McDonald's story]

5

VIDEO	AUDIO
Chicken butchery workshop footage	<u>ALISON NARRATIVE</u> Now, this might seem a little graphic, but I had seen the gruesome process of chicken butchery from films such as Food Inc, and I wanted to see what the alternative is to machines torturing and killing animals. How are chickens killed in a humane environment? It turns out, local farmers butcher chickens in a way that is respectful and thoughtful. I wanted to join in, so I took a workshop with a local farmer to butcher a chicken of my own. Although it was emotional and I was shaking at first, I really enjoyed the whole process and felt very satisfied. It [U+0092]s funny because all of my friends who have never been to a farm thought the idea of butchering a chicken is gross, but it is a fundamental part of how their everyday food gets to their plate. Yet, none of my friends are vegetarian. If you can[U+0092]t handle the processes your food goes through, then why eat it?
MY DIET PART 4 OF 4: Alison diet check-in at restaurant	<u>ALISON</u> [Finish of diet]
SO HOW CAN YOU START?: B-Roll	<u>ALISON NARRATIVE</u> I had a great experience eating completely local for two weeks. I lost weight, gained energy, and had fun meeting new people and eating good-quality food. I plant to continue cooking often, though I might tend to make more exceptions for foods that aren't completely local. Companies will continue catering towards the desire to shift local, if we continue to keep the desire strong. You've now seen how I have found creative ways to

6

VIDEO	AUDIO
Blioneer's conference panel	eat local. There are many ways for anyone to start eating local food. <u>PANEL</u> [It takes 21 days for your taste buds to change]
Mickki	<u>MICKKI</u> [start off small with something like milk]
John Brett	<u>JOHN</u> [suggestions]
Michael Brownlee	<u>MICHAEL</u> [suggestions]
LAST WORDS OF PERSUASION / CONCLUSION: Blioneer's Conference Panel	<u>PANEL</u> [Putting the best fuel in your body because you're your most important vehicle]
Michael	<u>MICHAEL</u> It's not a panacea, it's not a solution...but it might be. It might become a revolution. It's one of the ways that we can change the path that we're on as a society... it's bringing hope to people at a time where hope is pretty precious.
CLOSING CREDITS: Produtor and director - Alison Shlom Editor - Nicholas Bernhard Videographers - Rachel Ramberg and Lex White-Mobley Graphic Animator - TBD	

7

VIDEO	AUDIO
Composer - TBD	
Featuring - Alison Shlom, Mickki Langston, John Brett, Michael Brownlee, Michelle Gabrieloff-Parish, [OTHER PANELISTS], Brianna Provda Special thanks to - Dale Miller, Beth Osnes, Amanda Carrico, Howard Shlom, Mickki Langston, Timothy Riggs, and all others who provided support throughout the production of Eat, Drink, Be Local	

Screening Survey

The following surveys were deliberately pre- and post-screening. Participants were given the instructions to count years after high school for Question 2, cross out 10A on the pre-screening survey and 3A post-screening survey, and to add the word “economy” on Question 10D on the pre-screening survey.

Screening Survey for Alison Shlom's Thesis Film

Hello! Thank you so much for participating in this survey! All information will remain anonymous. By filling out the following questions, you are agreeing to release your survey answers for use in Alison Shlom's thesis paper. Questions may be interpreted at your discretion, and please refrain from copying answers from others. Feel free to write any notes you feel might be useful.

1. Age: _____

2. How many years of formal education have you completed?: _____

3. Major/Career Path: _____

4. Please check off any of the following that you have seen:

- ☐ An Inconvenient Truth
- ☐ Food, Inc.
- ☐ Fresh
- ☐ Supersize Me

5. Has a documentary film ever impacted your everyday choices?

- ☐ Yes
- ☐ No
- ☐ I'm not sure

6. From what sources do you watch movies?

- ☐ Netflix
- ☐ Xfinity On Demand
- ☐ Amazon Prime
- ☐ Google Play
- ☐ Hulu Plus
- ☐ HBO
- ☐ Youtube
- ☐ iTunes
- ☐ Vimeo
- ☐ In Theatres
- ☐ Other _____

7. How often do you shop for food?
_____times/month

8. How often do you eat in restaurants?

- ☐ Less than monthly
- ☐ Monthly
- ☐ Weekly
- ☐ More than weekly

9. What are options that you know of for eating locally-sourced food in Boulder?

10. Please determine how you consider the following from 1(not at all) to 10(completely):

- I think about where my food comes from
1 2 3 4 5 6 7 8 9 10
- I am satisfied with my diet
1 2 3 4 5 6 7 8 9 10
- I think that the food I eat is good for me
1 2 3 4 5 6 7 8 9 10
- I think that the food I eat is good for the local
1 2 3 4 5 6 7 8 9 10
- I think that the food I eat is good for the environment
1 2 3 4 5 6 7 8 9 10

11. How likely in the next month, from 1(not at all) to 10(completely), are you to:

- Make a purchase at a farmer's market
1 2 3 4 5 6 7 8 9 10
- Pay a slightly higher price for local food
1 2 3 4 5 6 7 8 9 10
- Think about where your food comes from
1 2 3 4 5 6 7 8 9 10

You've finished the pre-screening survey! Please refrain from turning the page over until the film has completed.

Post-Screening Survey (Part 2)

I hope you liked the film! Please do not start this part of the survey until after the film has finished. Also, please try to be as honest and unbiased as possible!

1. How did this film make you feel? (ie: indifferent; motivated; aware; depressed)

2. What are options that you know of for eating locally-sourced food in Boulder?

3. Please determine how you consider the following from 1(not at all) to 10(completely)

• I think about where my food comes from
1 2 3 4 5 6 7 8 9 10

• I am satisfied with my diet
1 2 3 4 5 6 7 8 9 10

• I think that the food I eat is good for me
1 2 3 4 5 6 7 8 9 10

• I think that the food I eat is good for the local economy
1 2 3 4 5 6 7 8 9 10

• I think that the food I eat is good for the environment
1 2 3 4 5 6 7 8 9 10

4. How likely in the next month, from 1 to 10, are you to:

• Make a purchase at a farmer's market
1 2 3 4 5 6 7 8 9 10

• Pay a slightly higher price for local food
1 2 3 4 5 6 7 8 9 10

• Think about where your food comes from
1 2 3 4 5 6 7 8 9 10

5. Do you think that you learned something from the film you just watched?

- ☐ Yes
☐ No
☐ Maybe

6. Do you think that the film you just watched will make a lasting impact on your everyday choices?

- ☐ Yes
☐ No
☐ Maybe

7. Any other comments?

You're all set!

Thanks again SO SO SO SO much for supporting me and taking part in my screening and survey :)

Survey Results

Summary of Statistical Significance

	I am satisfied with my diet	I think that the food I eat is good for me	I think that the food I eat is good for the local economy	I think that the food I eat is good for the environment
Average Before	6.603	6.47	4.258	4.603
Average After	6.015	5.941	3.5	4.088
P-value	0.2927	0.3286	0.1038	0.3529
Significant?	No	No	No	No

	Likelihood to make a purchase at a farmer's market in the next month	Likelihood to pay a slightly higher price for local food in the next month	Likelihood to think about where your food comes from in the next month
Average Before	4.219	5.559	7.147
Average After	5.848	6.794	7.971
P-value	0.0089	0.044	0.1469
Significant?	Yes	Yes	No

Raw Results

#	Q1	Q2	Q3	Q4	Q5
1	22	3.5	Early childhood education	AIT, FI, SM	Yes
2	22	3.5	Psychology	FI	Yes
3	21	3.5	Advertising	SM	Yes
4	22	3.5	Musical Theatre	SM	Yes
5	21	3.5	Environmental economics	FI, SM, King Corn, Black Gold	Yes
6	20	2.5	Accounting	FI, SM	Yes
7	21	2.5	Anthropology/Classics	AIT, FI, SM	Yes
8	22	3	Film and Business	FI, SM	Yes
9	19	2	Anthropology	FI, Blackfish, Lion Ark, Earthlings	I'm not sure
10	20	2.5	Psychology/sociology	Blackfish	Yes
11	19	0.5	Business	FI, SM, Blackfish	Yes
12	19	1.5	EBIO/Women's studies	SM	Yes
13	20	2.5	Psychology	Blackfish	Yes
14	23	6	ENVS/Spanish	FI, SM	Yes
15	21	3.5	ENVS/Saving the world	AIT, FI, SM	I'm not sure
16	21	3.5	Economics/ENVS	AIT, FI, SM	Yes
17	21	3	ENVS/INVST	AIC, FI, F, SM	Yes
18	21	3.85	ENVS/EBIO	AIT, FI, SM	Yes
19	22		ENVS	FI, F, SM	No
20	21	3.5	ENVS/Law school	AIT, FI, SM	Yes

21	22	4	ENVS	AIT, FI, SM	Yes
22	21	4	ENVS/Women's Studies	AIT, FI, F, SM	Yes
23	22	3.5	EBIO/ENVS	AIT, FI, SM	Yes
24	22	4	ENVS/EBIO	AIT, SM	Yes
25	22	3.75	ENVS/Political Science	AIT, FI, F, SM	Yes
26	22	4.5	ENVS/EBIO Biochemistry and computer	AIT, FI, SM	Yes
27	19	2	science	FI, SM	Yes
28	21	3.5	ENVS/ECON		Yes
29	20	2.5	ENVS	FI, SM	Yes
30	21	3.5	ENVS/Spanish and Portuguese	AIT, FI	Yes
31	19	0.5	ENVS	AIT, FI, SM	Yes
32	24	4	Activism	AIT, FI, SM	Yes
33	18	1	ENVS	FI, SM	Yes
34	21	3	ENVS	AIT, FI, SM	I'm not sure

Q6	Q7	Q8
Netflix, Youtube	2	Weekly
Netflix, Vimeo, In Theatres, Red Box	4	weekly
Netflix, Xfinity on Demand, iTunes, In Theatres	6	More than weekly
Netflix, Xfinity on Demand, HBO, Youtube, In Theatres	3	more than weekly
Netflix	3	weekly
Netflix, Xfinity on Demand, Hulu Plus, HBO, Youtube, iTunes, In Theatres	4	weekly
Netflix, Amazon Prime, Youtube, Illegally	5	bi-weekly
Netflix, Xfinity on Demand, Amazon Prime, Hulu Plus, HBO, Youtube, In Theatres	5 or 6	Weekly
Amazon Prime, Youtube, Vimeo, In Theatres, Online sites	1 or 2	Monthly
Netflix, Xfinity on Demand, Amazon Prime, HBO, Youtube, in Theatres	1	Weekly
Netflix, Amazon Prime, Hulu Plus, HBO, Youtube, iTunes	5	Weekly more than
Netflix, Youtube, In Theatres, Movies on cable	5	weekly
Netflix, HBO, Youtube, In Theatres	0	Weekly
Youtube, Vimeo, Streaming	10	Less than monthly
Netflix, Xfinity on Demand, Google play, HBO, Youtube, iTunes, In Theatres, Redbox	2	Weekly
Netflix, Amazon Prime, Hulu Plus, HBO, Youtube, iTunes, In Theatres, Redbox	2 or 3	Weekly
Netflix	5	Less than monthly
Netflix, Xfinity on Demand, HBO, Youtube, Vimeo	3	Weekly
iTunes, In Theatres	3	Weekly
Netflix, Youtube, Vimeo, Illegally	10 to 12	Monthly
Netflix, Xfinity on Demand, Youtube, Vimeo	3 to 5	Weekly
Netflix, Amazon Prime, In Theatres	3	Monthly
Netflix, In Theatres	3	Weekly
Netflix, Hulu Plus, Vimeo, In Theatres	4	Weekly
Netflix, Class	6	Weekly
Netflix, Youtube, Vimeo, In Theatres	2	Weekly
Netflix, Xfinity on Demand, Youtube, iTunes, In Theatres	1 to 2	weekly
Netflix, Xfinity On Demand, HBO	5	Monthly
Netflix, Xfinity on Demand, HBO, Youtube, In Theatres	3 to 4	Monthly
HBO, Youtube, Vimeo	0	Less than monthly
Netflix, Xfinity on Demand, Hulu Plus, HBO, Youtube	2	more than monthly
Netflix, Youtube	2	weekly
Netflix, Hulu Plus, Youtube, In Theatres	2	Weekly
Netflix, Youtube, Vimeo	3	bi-weekly

Q9	Q10 b	Q10 c
n/a	4	7
sprouts, alfalfas, the kitchen	9	8
n/a	1	1
some restaurants, whole foods, alfalfas, etc	7	7
farmers market, certain food stores have locally-sourced food, but I generally don't eat locally-sourced food	8	7
(I think) The Kitchen, The Black Cat	5	4
Shine	4	5
Kitchen, Salt, Larkburger, Chipotle?	8	9
That its good, it supports the environment and the economy and human health overall	9	9
Shine, Salt, the Kitchen	7	6
None	3	3
Farmers market, Alfalfa's	5	4
I don't know any locally-sourced food	3	2
Farmers market?	9	9
I can honestly say I don't know any locally sourced food	8	5
Farmers market	3	4
Farmers markets, stores, CSAs	10	
A few places on pearl, ie The Kitchen	6	8
Farmers market, some foods at Whole Foods or Sprouts	6	7
Like every restaurant on Pearl, etc. Blackbelly, The Kitchen, Sprice, Jills	7	8
Alfalfas, some Sprouts choices, some campus options, co-ops, community farming collectives, farmer's market	7	6
Fresh Thymes, Boulder Farmer's Market	9	9
Farmers market, farm stands, local brands at grovery store	9	9
Farmers market, some restaurants, some in grocery stores	8	8
Grow your own, farmers market, the kitchen	7	7
The Second Kithen, Farmers' market	7	7
Whole foods	6	6
Boulder Farmers Market	9	7
CSAs, farmers markets, sometimes Colorado produce in grocery stores, me backyard and neighbors	8	9
The Kitchen, Farmers market, 2nd Kitchen	7.5	6.5
food market	7	8
Sprouts, whole foods	2	3
Farmers markets	7	9
Farmers market, CSAs	9	6

Q10d	Q10e	Q11a	Q11b	Q11c
5	5	1	2	3
7	6	7	8	8
1	3	1	1	1
4	6	3	3	3
2	1	1	8	8
5	5	4	6	6
7	6	4	4	10
8	8	10	9	9
5	7	3	8	10
3	3	5	3	2
1	1	5	8	7
4	3	5	4	6
2	3	1	1	1
7	10	6	7	9
2	2	1	2	4
4	5	5	9	5
	6	8	9	10
4	4	3	6	6
3	3	2	6	9
7	7	3	8	7
5	5	7	8	9
1	3	2	2	9
5	7	10	10	10
4	4	1	5	9
3	8	4	5	10
6	6	2	3	8
5	3	8	9	6
4	7	7	6	7
2	1	1	5	8
5.5	5.5	1	1	10
3	4	4	7	7
7	3	8	7	8
3	3	3	6	9
6	3	3	3	9

Q1 (Post-Screening Survey)

very eye-opening and informative

aware, somewhat motivated

aware

aware, motivated, inspired, hungry

I think its very admirable that you personally
slaughtered your own chicken

Motivated because eating local and organic is
something I have wanted to do for a while

aware and motivated

Aware- I didn't realize the many different options
to eat/buy locally

I feel like I should eat local more, but I don't have
a car and I am a vegan who is particular
outsourced foods

Aware, happy, excited for possible change

Motivated to eat like fruit and go to whole foods
and buy local

Aware

Eating healthy is better for me but seems really
hard

A bit more aware of the benefit of the local food,
but did disagree on a moral point made about
killing animals

Aware, somewhat depressed

Motivated, especially with the uplifting music
and your positive experience

Inspired! Nostalgic about Boulder's awesome
community

More aware of local food and the benefits

Aware that there are more local food options in
Boulder

Motivated

Inspired, hopeful

Motivated

Aware, hopefully, like I should be eating more
local food

It was interesting, there wasn't much new info for
me

More knowledgeable of the local food resources
in my city

aware and motivated

motivated and inspired

Motivated; makes me want to eat local if it was
cheaper and more accessible

Motivated; aware

Aware

More community oriented

Q2

farmers market, food stands

farmers market, local farms

restaurants, farmers markets, grocery stores

Boulder is definitely a hub for locally-sourced
food. Many restaurants have local grass fed beef
and other products but they're generally expensive
Whole Foods / Farmers market, restaurants such
as Black Cat, Bramble and Hare

Bramble and Hare, Farmer's Market

Bramble and Hare, Farmer's Market, Farmers'
stands, grocery store

Everywhere: restaurants on pearl & grocery stores

The market during the fall, pearl restaurants

Whole foods, farms

Farmers market, farm stops, berry picking, farm
to plates

Some places serve locally-sourced food and there
are farmers market

farmers markets, farm to table, side-road stands,
farms

Bramble and Hare, self-pick farms, grocery stores

Farmers market, local farms, dairies, etc

Farmers market, whole foods

Farmers market, more restaurants, local farms

Farmers market

Farmers Market, Bramble and Hare, some things
at Whole Foods, Alfalfa's, Safeway, etc.
depending on the season

Same as before

Bramble and Hare

Farmers market, some restaurants, farms, some
brands in stores

Some restaurants, stores

Bramble and Hare, U-Pick-It farms, farmers
market, the kitchen

Bramble and Hare (farm to table), farmer stands
local farms

Farmers market

all already mentioned, local dairies, local egg
farmers

Same from other side, Bramble and Hare

Farmers market, Bramble and Hare

More cautious of the fact that I should be a vegetarian

Aware

Aware

Farmers markets and the like

Farmers markets

Bramble and Hare, Farmers Market

Q3b	Q3c	Q3d	Q3e	Q4a	Q4b	Q4c	Q5	Q6
5	4	4	4	2	3	3	Yes	Yes
8	8	7	6	8	7	9	Yes	Maybe
1	1	1	3	4	2	7	Maybe	Maybe
4	5	3	3	4	7	7	Yes	Yes
8	7	3	1	1	8	8	Yes	Yes
4	4	4	4	6	7	7	Yes	Yes
4	5	4	5	5	5	10	Yes	Maybe
7	7	6	7	10	9	10	Yes	Yes
9	7	4	7	4	8	10	Yes	Maybe
5	6	3	4	7	5	4	Yes	Maybe
2	2	1	1	9	9	9	Yes	Maybe
3	3	2	2	5	6	6	Yes	Yes
3	2	1	1	4	4	4	Yes	Maybe
9	9	7	10	8	7	8	Yes	Maybe
8	5	2	2	4	5	6	Yes	No
3	4	2	3	8	10	7	Yes	Yes
10	10	1	5	9	9	10	Yes	Yes
5	5	3	3	8	8	8	Yes	Yes
6	7	3	3	2	6	9	Yes	No
6	7	8	9	5	10	10	Yes	Yes
7	6	5	5	7	8	9	Maybe	Maybe
9	9	2	1	5	5	9	Yes	Maybe
8	8	5	7	10	10	10	Yes	Maybe
8	8	4	4	1	4	8	No	No
6	7	4	5	6	6	10	Yes	No
5	6	5	6	8	8	8	Yes	Yes
7	5	2	3	6	8	6	Yes	Maybe
8	6	4	7	7	7	7	Yes	No
5	8	4	2	5	7	8	Yes	Yes
6.5	6	5	6	1	1	10	Maybe	No
8	7	3	4	8	8	8	Yes	Maybe
3	3	3	2	9	9	9	Yes	Maybe
7	9	3	3	7	8	10	Yes	Yes
7	6	1	1	n/a	7	7	Maybe	Maybe

Very good information and can change a person's perspective on food

I liked the film! It did inspire me to want to eat local food, but I'm not sure if I will follow through with it because I'm worried it will be expensive

Great job! very informative and made me want to change the way I eat!

I liked the production of the film! The only thing I would change would be to split up some of the clips of people talking

Great film Ali!!

Great job! Loved your video and you can see all the work you've put into this! Congrats!

I would add intro cards for the people talking so we know who they are and what they do. Discuss more of the difficulties you faced eating locally

Veganism and local foods are sometimes hard to understand because there's not a local food/vegan culture to learn from

If it doesn't impact me now in college because my food is made, that doesn't mean I won't when I'm older. It was wonderful and it makes me happy to see how far it's come from the beer at the market

Good job!

Great job! I wish I could eat healthier. I don't have the resources.

Put the names of the people you interviewed on the screen when they're talking, maybe with job/credentials as well

Great film!! Great interviews

Great job!

I thought the comment about subbing one item/grocery trip to change was especially relevant

Just because I am already an ENVS major with a background in local food, otherwise it would make a much bigger difference

You did such a great job on this film!

I think you did a really good job of remaining unbiased, but I think you could stress the specific benefits of eating local even more

Really well done

:P

I have a meal plan*** Good work and good luck!

How can you get local food in winter?

The chicken getting slaughtered is super important for folks to be cautious of; more racial, class and gender diversity

Very informative!

Nice job! I liked the documentary feel

My all-local diet

From November 1, 2014 to November 15, 2014 I ate a diet consisting of foods grown and raised in Colorado. The specific foods that I ate are included in the following chart, in addition to where the food was bought, the brand, and where the brand company is located. Foods that have any ingredients from outside of Colorado were avoided.

Food	Where from	Brand	Company Location
Apple	Hoot n Howl	Hoot N Howl	Boulder, CO
White Sesame Crisps	Alfalfa's	Skinny Crisps	Colorado
Raspberry Jalepeno Preserves	Alfalfa's	Primo	Colorado
Chocolate Brownie Crisps	Alfalfa's	Skinny Crisps	Colorado
Green pepper	Alfalfa's	unknown	Colorado
Yogurt dip	Alfalfa's	unknown	Colorado
Eggs	Farmer's Market	Wisdom's Natural Poultry	Haxtun, CO
Tomato	Alfalfa's	unknown	Colorado
Tomato	Farmer's Market	Honey Acre	Boulder County, Colorado
Milk	Alfalfa's	High Meadow	Colorado
Honey, clover	Alfalfa's	unknown	Colorado
Apple Cider	Alfalfa's	Big B's	Colorado
Jar of Peaches	Farmer's Market	MM Local	Denver, CO
Jalapeno Honey Dills	Alfalfa's	The Real Dill	Colorado
Spaghetti Squash	Farmer's Market	Munson Farms	Boulder County, Colorado
Butter	Alfalfa's	unknown	Colorado
Garlic	Farmer's Market	Munson Farms	Boulder County, Colorado
Goat Cheese	Alfalfa's	unknown	Colorado
Parsley	Alfalfa's	unknown	Colorado
Peach Apricot Apple juice	The Laughing Goat Cafe	n/a	Colorado
Whole Chicken	McCauley Family Farm	n/a	Colorado
Red potato	Alfalfa's	unknown	Colorado
Potato	Farmer's market	Munson Farms	Boulder County, Colorado
Granola	Alfalfa's	Boulder Granola	Colorado
Spinach and Cheese Pupasas	Alfalfa's	Tres Pupasas	Colorado
Sweet Cream ice cream	Alfalfa's	Boulder Ice Cream	Colorado
French Breakfast Radishes	Alfalfa's	unknown	Colorado
Bar	Alfalfa's	Two Moms	Colorado
Tea	Alfalfa's	Teatulia	Colorado
Peach	Hoot N Howl	Hoot N Howl	Colorado
Yoghurt, plain	Alfalfa's	Noosa	Colorado
Tortilla, whole wheat 8 inch	Alfalfa's	Colorado Tortilla Co	Commerce City, Colorado
Popcorn, cream	Alfalfa's	Boulder Popcorn	Boulder, Colorado
Salad with chicken	Shine Restaurant	n/a	Colorado
Apple, criterion	Farmer's market	Masonville Orchard	Boulder County, Colorado
Butternut squash	Farmer's market	Munson Farms	Boulder, CO
Breakfast pork sausage	Farmer's market	Plowshares Pork	Boulder County, Colorado
Mushroom seasoning	Farmer's market	Hazel Dell Mushrooms	Boulder and Longmont, CO
Ripe Pears - Pear Sauce	Farmer's market	MM Local	Denver, CO
Johnny Apple Sauce	Farmer's market	MM Local	Denver, CO
White onion	Farmer's market	Cure Organic Farm	Boulder County, Colorado

Cheese	Farmer's market	Miller Farms	Boulder County, Colorado
Broccoli	Farmer's market	Cure Organic Farm	Boulder County, Colorado
Carrot	Farmer's market	Cure Organic Farm	Boulder County, Colorado
Mushroom	Farmer's market	Miller Farms	Boulder County, Colorado
Yoghurt, honey	Brewing Market	Noosa	Colorado
White wine, Viognier	Bramble and Hare	Bookcliff Vineyards	Colorado
Farm Greens	Bramble and Hare	Bramble and Hare	Colorado
Pate	Bramble and Hare	Bramble and Hare	Colorado
Potato skins	Bramble and Hare	Bramble and Hare	Colorado
Chicken Wings	Bramble and Hare	Bramble and Hare	Colorado
Salt and Pepper			

Link to video online

<http://youtu.be/ciglqUmE8v0>