

Title: A COOKING KNOW-HOW: VIRTUAL AND PERSONAL TRANSMISSION OF SKILLS (A HUNGARIAN EXAMPLE)

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Abstract (max. 300 words):

The Internet is the most popular medium to knowledge transfer nowadays. My paper examines different ways of transmitting skills using the internet. There are more than 300 gastro-blogs wildly read by young and middle-aged adults in Hungary. Sites on bread baking are among the most visited gastro-blogs. Home made bread used to be baked in the oven, which is the symbol of traditional cuisine now. My paper emphasizes the personal side of gastro-blogs using deep-interviews with a blogger. The paper examines that cooking helped by the internet has become a tool for self-expression and self-realization. The blogger of the site named “Limara péksége [bakery]” (www.limarapeksege.hu) decided to collect recipes of bread, to bake to her family. This decision became a turning point of her life. At the same time she started to share her experiences and notes, photos, with the readership of the blog. On the one hand, the analysis of the structure of the blog, the collected recipes and the comments shows what the latest innovations are. On the other hand, one can see that there is an important personal aspect of the blog, as there are skills which are impossible to transmit virtually, so the blogger organizes cooking courses for her readers. This is the level of knowledge which used to be learnt from mothers and grandmothers. Internet is a useful tool to collect information, but not enough to fully transmit knowledge, as personal experiences are indispensable.

Biographical note (max 5 lines):

Anikó, Báti Ph.D. senior research fellow (Ph.D. Eötvös L. Univ., Budapest, Hungary, 2005. Ethnography and Cultural Anthropology); She has been employed at Institute of Ethnology of Hungarian Academy of Sciences since 2009. Current field of interest are questions of foodways, lifestyle and eating habits of children in Budapest. (Institute of Ethnology, Research Centre for the Humanities, Hungarian Academy of Sciences 1014, Hungary, Budapest, Országház u. 30.; bati.aniko@gmail.com)