

For more information about this study,  
or if you wish to take part, contact:



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**Thank you!**

For more information about the CONANX programme, visit  
our website:

[www.sheffield.ac.uk/conanx](http://www.sheffield.ac.uk/conanx)

or speak to Prof Peter Jackson

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## Consumer Culture in an Age of Anxiety (CONANX): food safety and consumer practice



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*YOU ARE BEING INVITED TO TAKE PART IN A RESEARCH PROJECT. BEFORE YOU DECIDE IT IS IMPORTANT FOR YOU TO UNDERSTAND WHY THE RESEARCH IS BEING DONE AND WHAT IT WILL INVOLVE. PLEASE TAKE TIME TO READ THE FOLLOWING INFORMATION CAREFULLY AND DISCUSS IT WITH OTHERS IF YOU WISH. ASK US IF THERE IS ANYTHING THAT IS NOT CLEAR OR IF YOU WOULD LIKE MORE INFORMATION. TAKE TIME TO DECIDE WHETHER OR NOT YOU WISH TO TAKE PART. THANK YOU FOR READING THIS.*

### *WHAT IS THE PURPOSE OF THE PROJECT?*

The project is part of a 4-year programme of research, funded by the European Research Council, which will help us to understand consumer anxieties concerning food on a range of different levels. This project will focus on food safety and everyday kitchen practices in the home. It will look at the ways in which differing sources of information about food safety and 'correct' food handling are managed at the household level. It will also examine the importance of 'use-by' dates, anti-bacterial sprays and different kitchen appliances, and whether these have helped make food preparation and storage safer and easier for people of different ages and from different social and cultural backgrounds.

### *WHY HAVE I BEEN CHOSEN?*

Because we are interested in family patterns and practices and how these may have been handed down from one generation to the next, we would like to talk with a number of generations within the same family, and to people from a range of backgrounds. In total, we would like to speak with 12 families.

### *DO I HAVE TO TAKE PART?*

It is up to you to decide whether or not to take part. If you do decide to take part you will be given this information sheet to keep (and be asked to sign a consent form agreeing to take part in the study) and you can still withdraw at any time.



### *WHAT WILL IT INVOLVE?*

In the first part of the research, you will be asked to take part in an interview during which we will talk about your life history in relation to food and everyday kitchen practices, and how you use different things when you cook and clean your kitchen. This will be very informal and much like a chat. This interview will be digitally sound recorded, with your consent.

In the second part of the research, we would like to accompany you on a shopping trip to find out about where and why you decide to shop at particular places and how you decide what things to buy.

On another day, we would like to visit you in your home and ask you to give us a tour of your kitchen and to prepare a meal that you often prepare for yourself or your family. We want to do this to learn more about your routines and practices and why you do things in a particular way. With your permission, we would like to video you doing this. Each interview or visit will last at least an hour, but this will depend on how much you have to say.

### *The Research Process*



### *WHAT ARE THE DISADVANTAGES OF TAKING PART?*

Other than the time it takes to complete all stages of the research, there are no anticipated disadvantages.

### *WHAT ARE THE BENEFITS OF TAKING PART?*

Whilst there are no immediate benefits from taking part in the study, it is hoped that the information you provide will help us to develop a better understanding of domestic kitchen practices which can be passed on to organisations such as the Food Standards Agency, who are interested in improving food safety and responding to consumer concerns. We also hope that you might enjoy sharing your stories with us.

### *WHAT WILL HAPPEN TO THE RESULTS OF THE STUDY?*

Findings from the project will be published in a report. Additionally, a book may also be published, along with articles in academic journals. We will also present findings at conferences and to organisations such as the Food Standards Agency.

We will produce a summary of our findings in plain English and will send you a copy once the research is finished.

### *WHO DO I SPEAK TO IF THERE IS A PROBLEM OR IF I HAVE A COMPLAINT?*

Prof Peter Jackson, who is in charge of the CONANX programme. His details can be found on the back of this leaflet.

### *WILL MY TAKING PART IN THE PROJECT BE KEPT CONFIDENTIAL?*

All the personal information that we collect about you during the course of the research will be kept strictly confidential. You will not be identified in any reports or publications.

### *WILL I BE RECORDED AND HOW WILL THESE RECORDINGS BE USED?*

The audio and video recordings made of you during this research will be used for analysis and in writing reports and publications. No other use will be made of them without your written permission, and no-one outside the project will be allowed access to them without your prior consent.

### *WHO HAS ETHICALLY REVIEWED THIS PROJECT?*

This project has received ethical approval from the European Research Council and the University of Sheffield.

