

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



Dr Angela Meah
Dept. of Geography, ICoSS
The University of Sheffield
219 Portobello, Sheffield, S1 4DP
Tel: 0114 222 6062
Email: a.meah@sheffield.ac.uk

Thank you!

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

www.sheffield.ac.uk/conanx

or speak to Prof Peter Jackson

Tel: 0114 222 7908, Email: p.a.jackson@sheffield.ac.uk

or Dr Matt Watson

Tel: 0114 222 7911, Email: m.watson@sheffield.ac.uk



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 hearing about the different views and experiences of people from diverse social and cultural backgrounds, we will be visiting a range of community groups and organisations and holding group discussions in local venues. You have been suggested as a good person to talk to.

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 asked to sign a consent form) but you can still withdraw at any time. You do not have to give a reason.

WHAT WILL IT INVOLVE?

With the help and support of local community groups and organisations, we will be holding a number of group discussions throughout the area and have invited lots of people like yourself to take part. Each group will have 6-10 people, some of whom you will probably know.

Our researcher, Angela Meah, will ask you some questions about different aspects of food. For example, is food something that you are concerned about and, if so, what do you worry about? What does 'food safety' mean to you? How concerned are you about issues to do with food safety and who do you think is responsible for making sure our food is safe to eat?

You will be asked these questions as a group and we are interested in hearing how you discuss the issues amongst yourselves. There aren't any right or wrong answers.

The discussions will be digitally sound recorded. Your responses will help us to develop the second phase of our study, which will focus on case studies of 12 households. If you are interested in the research, you might also want to find out more information about the case studies and what involvement in this part of the research will involve.

WHAT ARE THE DISADVANTAGES OF TAKING PART?

Other than the time you have to give up to take part in the group interview, 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 views with us.

WHAT WILL HAPPEN TO THE RESULTS OF THE PROJECT?

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 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.

