

Food Choices Study - Information for Participants

What is the purpose of the study?

In this study we hope to improve our understanding of the factors that influence food choices and preferences among a representative range of adults.

Do I have to take part?

Taking part is entirely voluntary and there is no penalty or loss to you if you decide to withdraw. You may withdraw from the research at any stage without explanation, by simply closing the browser window in the middle of the task or contacting us after completing the task, and all your data will be destroyed.

What will I need to do?

The study involves a single session lasting approximately 10 minutes. You need to complete the testing session in one go, or all your answers will be lost.

The task will take place entirely at your own computer. Images are presented on the screen and you are asked to make judgements about them.

We will also ask you to fill out some questions about yourself (e.g. age, gender) and about foods you usually eat and your beliefs about them.

What are the possible risks of taking part?

The tasks used in this study are not harmful, and are not considered stressful or unpleasant.

What are the possible benefits of taking part?

We hope that taking part is interesting, but there is no particular intended benefit to the individual participants. As thanks for taking part in the study, you will be awarded \$1 via the Mechanical Turk payment scheme. We won't need to take any payment details from you.

What will happen to my personal data – will it be confidential?

The data collected from you will be treated as confidential and will be identified only by a code, and stored on a secure network. Personal details will be kept in the locked file or secure computer with access only by the immediate research team.

What will happen to the results from the research project?

Once data from a large number of participants is combined and analysed, the findings will be included in publications for different audiences, which will be produced between summer 2012 and December 2013. Results will also be presented at conferences and written up in academic journals. No individual data will be presented.

You will be given the opportunity to leave an email address so that you can be sent a report summarising the findings of the research. You can access other publications from this research and related studies being conducted by our colleagues in the Behaviour and Health Research Unit at <http://www.brhu.iph.cam.ac.uk/>.

Who is organising and funding the research?

The research is being conducted by the Behaviour and Health Research Unit at the University of Cambridge. The Behaviour and Health Research Unit is funded by the Department of Health.

Ethical Review of the Study

The project has received ethical approval from the Psychology Research Ethics Committee of the University of Cambridge.

If you would like more information

You may have some questions and we would be very happy to discuss these with you. Please don't hesitate to contact us using the email addresses below. If you have any questions about the study, please contact:

Alexander Walker

adw52@cam.ac.uk

Or

Dr. Suzanna Forwood

suzanna.forwood@medschl.cam.ac.uk

Or

Prof Theresa Marteau (Principal Investigator)

Theresa.marteau@medschl.cam.ac.uk

Behaviour and Health Research Unit
Department of Public Health and Primary Care,
Institute for Public Health
Cambridge, CB2 0SR,
United Kingdom.