

Information for Cambridge BioResource volunteers

Online Food Shopping Study

What is the BHRU?

The Behaviour and Health Research Unit (BHRU) is a Policy Research Unit at the University of Cambridge and funded by the Department of Health. The BHRU's aim is to investigate ways to help individuals improve or change their health and lifestyle choices which are accessible for the whole population. Evidence generated from such investigations can be used to guide government policy.

What is the purpose of this study?

In this study we hope to improve our understanding of the factors that influence food purchasing.

Do I have to take part?

Taking part is entirely voluntary and there is no penalty or loss to you if you decide not to take part or 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 your all data will be destroyed.

What will I need to do?

You need to register at a special website, using the link provided along with this information. This website will ask you to give consent to take part in the study before proceeding. Additional data about yourself, such as age and gender, ethnicity, will be collected and you will be asked some other questions about yourself. You will be asked to provide an email address so that the link to the study website can be sent to you.

Within a few days of registering, you will be sent an email inviting you to complete a first testing session. In the email will be a link to an online supermarket website designed for the purpose of the study with instructions to do a shopping task. You won't be asked to spend any money, and no food will be delivered to you.

This study will involve completing 2 testing sessions, completed a week apart and which should take you 30 minutes to complete. The testing sessions will take place entirely at your own computer. You will be sent a separate email for each session. Each testing session needs to be completed in one go, or your data will be lost. All the testing sessions need to be completed in order for your data to be included in the study.

What are the possible risks of taking part?

There are no risks in taking part in this study. The tasks used 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 a thank you for taking part in the study, you will be sent vouchers by post via the BioResource.

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

All the data collected from your participation 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 a locked file or on a 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 a number of publications for different audiences, which will be produced in 2013 and 2014. 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 address below. If you have any questions about the study, please contact:

Dr. Suzanna Forwood
suzanna.forwood@medschl.cam.ac.uk
01223 761313

Or

Prof Theresa Marteau (Principal Investigator)
Theresa.marteau@medschl.cam.ac.uk

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