

Online Food Shopping Study

Who is conducting this research?

This research is a collaboration between Public Health England, an agency of the Department of Health, and the Behaviour and Health Research Unit (BHRU), a Department of Health funded Policy Research Unit at the University of Cambridge. 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 all your data will be destroyed.

What will I need to do?

After giving consent to take part in the study, you will be asked to provide some data about yourself such as age, gender, annual household income and your highest educational qualification. You will then be asked to complete shopping tasks on an online supermarket website. You won't be asked to spend any money, and no food will be delivered to you. Finally you will be asked to tell us a bit more about the choices you made and what you thought of the shopping website.

All together the study should take you 25 minutes to complete and needs to be completed in one go.

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.

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 by the University of Cambridge and PHE research teams.

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 2015 or 16. Results will also be presented at conferences and written up in academic journals. No individual data will be presented.

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:

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