Participant information sheet

How are young people’s decisions about food influenced by their use of social media?

Researcher’s Introduction

My name is Saswata Ray, I am a PhD candidate at the University of Auckland, under the supervision of Dr Karen Day and my co-supervisor is Dr Sarah Gerritsen. This project is part of my PhD Study.

This Project

The overall aim of the research is to explore how young people’s (18 to 25 years of age) decisions about food are influenced by their use of social media. Through the questions in the survey I intend to explore young peoples’ understanding of social media usage related to various online food interactions, and thus possible influences of social media in guiding food decisions and the kinds of food choices they make. Later, analysis of the collected data will be undertaken to throw more light on this phenomenon, as food plays a significant role in overall wellbeing.

Invitation to Participate

Your participation is voluntary. You are invited to participate because you fall within the age bracket of 18 to 25 years, use one or more than one social media site and live in New Zealand. With your help we can better understand how social media is possibly playing a role in the occasions when young adults decide to eat. Your service provider’s normal internet charges will apply if you use your mobile device to fill in this questionnaire. Completing this questionnaire will typically use 3 megabytes of your mobile data.

Questionnaire

The online questionnaire has 70 questions and it will take around 15 to 20 minutes to complete. If you wish to enter a draw to win one of six $50 Whitcoulls gift vouchers you can enter your email address in the last question. Your email address will be kept confidential and deleted after the draw. It will not be used for any other purpose other than emailing the online vouchers to the winners. The draw will take place on 31st March 2020 and the winner will be contacted only via email.

Data Storage, Retention and Destruction

The data you provide will be kept on university password protected computers for the duration of the research project. Your consent will be stored as part of the survey data, which will be kept on the University of Auckland’s secure computer network for six years following the completion of the project. After six years, it will then be deleted along with the rest of the data.

Right to Withdraw from Participation

You can choose to withdraw from participation at any time while completing the questionnaire without providing any reason. All you need to do is to close the browser window. Withdrawal of data is not possible after you submit the questionnaire because your data is being collected anonymously. You may choose to withdraw from the prize draw anytime without providing any reason. If you choose to withdraw, please email the researcher (saswata.ray@auckland.ac.nz) any time after the...
completion of the survey or at least five days before 31st March 2020, and this will be actioned within five working days followed by a confirmation email.

**Privacy and Confidentiality**

This is an anonymous survey. While writing about this study in the thesis or any future publications no personal information of you can or will be revealed in any manner as it is not being collected. The anonymous data collected will be used as the basis for the doctoral thesis, journal publications, and conference presentations. The thesis will be available in the University of Auckland library. If you wish to enter into the lucky draw by providing your email address, it will only be kept until to select the lucky winners. All the emails will then be deleted from the survey database.

**Contact Details**

For further information about the study, you are welcome to contact the Principal Investigator, Dr Karen Day, by email at k.day@auckland.ac.nz, or by phone on 09 923 3870. You can also contact Dr Day’s Head of Department of Health Systems, Dr Richard Edlin, by email at r.edlin@auckland.ac.nz, or by phone on 09 923 9029.

For any queries regarding ethical concerns you may contact the Chair, University of Auckland Human

Approved by the University of Auckland Human Participants Ethics Committee on 14/11/2019 for three years. Reference Number 023917.