Focus Group

Project Title: Pilot Testing Short Videos Addressing Barriers to Cooking with Vegetables in Young Adults

An Invitation:
Hello! My name is Dr Rajshri Roy. I work as researcher and lecturer at the University of Auckland in the Discipline of Nutrition and Dietetics. I would like to invite you to participate in this research project. The aim of this study is to pilot test short educational cooking videos for dissemination through social media channels designed to address barriers to home cooking and vegetable consumption among young adults. We’d like young adults (18-35 years of age) like you to help us formative test short cooking videos to ensure that these are salient, engaging and relevant. Your participation is voluntary and you may deny participation. Your decision to participate or not will result in any advantages or disadvantages for you.

What is the purpose of this research?
Social media platforms provide innovative opportunities for nutrition education to motivate young adults to improve their eating behaviours. This proposed study aims to pilot test various (i.e., voice over, individual vs friends/partners cooking, bird’s eye view) short (1–3 min) videos for dissemination through social media channels to address barriers to home cooking and vegetable consumption among young adults. Instructional cooking videos (1–3 min) will be produced and acceptability and perceived effectiveness for reducing barriers will be investigated. This research will use three focus groups with young adults (n=20). Short free-response questions will be used to explore enablers of home cooking and feedback on the videos formats will be collected through open discussion. The proposed research will gauge whether videos are well received particularly for those young adults who have low motivation to cook at baseline and if they report an increase in motivation post–video viewing. This research will investigate whether the perception of time as a barrier is reduced, what are the key enablers to cooking with vegetables for young adults and which types of video forms are preferred (and why). Short cooking videos may be a useful tool in interventions to address barriers to vegetable preparation and consumption among young adults. Future research from this proposed research could identify whether improvements in attitudes and motivation translate to change in intake.

How was I identified and why am I being invited to participate in this research?
You have been identified and invited to participate in this research is because you are a young adult (18-35 years of age) and either a staff or student at the University of Auckland.

What will happen in this research?
If you wish to participate in this research project, you will be asked to participate in a focus group discussion (small group discussion) with four to five young adults like you. Before the focus group, you will be asked to complete an anonymous 5-minute survey. The survey questions will include some demographic information (e.g. age, gender) and seek your thoughts, opinions and attitudes towards shopping for and cooking with vegetables. The focus group will then be facilitated by the researchers at the University of Auckland Grafton Campus. Topics of discussion in the focus group
will cover formatively testing the cooking videos to ensure that these are salient, engaging and relevant to young adults. We ask that participants provide us with feedback on the videos and how they can be improved. It is anticipated that focus groups will be relatively casual and free-flowing; you may feel comfortable asking researcher’s questions and expressing your opinions without judgement or penalty, as long as all participants remain respectful of one another. The focus group will not last more than 60-90 minutes, and it will be audio-recorded.

**What are the discomforts and risks? How will these discomforts and risks be alleviated?**

During the focus group, you will be asked to discuss your opinions about the cooking videos to assist in the development of engaging and relevant intervention materials. Participation in this study includes a pre-focus group questionnaire and a focus group discussion, which we anticipate taking approximately 60-90 minutes of your time. No further participation will be required. The discussion should not elicit any discomfort or risk as no personal information will be sought. However, if any discomfort or risk felt, you can withdraw from the focus group discussion at any time. Your participation or non-participation will have no impact on your grades, academic relationships or employment.

**What are the benefits for you when participating in this research?**

To recognize your time and participation in this research, participants will receive a $50 Westfield voucher for attending the three focus group sessions.

**How will my privacy be protected?**

Prior to the focus groups, participants will require to complete a 5-minute survey questionnaire. The survey is web-based and will be anonymous; no names, e-mail addresses, or personal information will be collected. The researchers will audio record the focus groups so that discussions can be transcribed verbatim (i.e., word-for-word) for analyses. To protect your confidentiality, no real names will be used in transcriptions. Also, no other identifiable information will be requested or transcribed, such as birth dates or addresses. After each focus group session has been transcribed and analysed, the digital recording of the focus group will be erased. All data, including consent forms, will be kept in the Principal Investigator’s locked office inside a locked file cabinet. Therefore, you can be confident that your identity will never be revealed in any dissemination related to this study, for example in university presentations or written papers. All data will be destroyed after six years of completion of the study. You may refuse to answer any questions and are free to leave the group discussion without having to give a reason. However, because of the nature of the group situation, the recording device cannot be turned off during the discussion. You may withdraw from the focus group at any time without penalty. If you withdraw, the information you have contributed up to that point cannot be withdrawn. Because of the nature of group discussions, what you say during the focus group will be known to other participants in the focus group and therefore cannot be confidential. Your confidentiality cannot be guaranteed, but each member of the focus group will be asked to respect one another’s privacy, not to talk about the group discussion to others, and to agree that everything that is said in the focus group remains confidential to the people involved. The research team would never identify you as one of the research participants. Your personal information will never be related to any of the study findings. The risks of participating in this study are minimal.

**What are the costs of participating in this research?**

The only cost for you is 60-90 minutes of your time for each of the focus group discussions and some additional travel time to and from the University of Auckland Grafton Campus. You will be reimbursed for your time and participation with a $50 Westfield voucher. You can be assured that
participation or non-participation in this study will not have any effect on your grades or relationship with any member of the research team or the University of Auckland.

**How do I agree to participate in this research?**
You may agree to participate by informing Dr Joya Kemper j.kemper@auckland.ac.nz. You may also contact Dr Rajshri Roy r.roy@auckland.ac.nz and/or Dr Joya Kemper if you have general questions.

**Will I receive feedback on the results of this research?**
If you participate in the focus group sessions, the research team will maintain your name and contact information so that we may provide you with a summary of the research. However, your personal information will never be related to any of the study findings. You are also always free to contact the research team via phone or e-mail or ask us not to contact you further after the focus group.

**What do I do if I have concerns about this research?**
Any concerns regarding the nature of this project should be notified in the first instance to the Principal Investigator, Dr Rajshri Roy, PhD, r.roy@auckland.ac.nz, Ph: +64 9 235 910 Ext: 85910, or Co-Principal Investigator, Dr Joya Kemper, PhD, j.kemper@auckland.ac.nz.

**Whom do I contact for further information about this research?**
Principal Investigator Contact Details:
Dr Rajshri Roy, PhD, r.roy@auckland.ac.nz, Ph.: +64 9 235 910 Ext: 85910
Discipline of Nutrition and Dietetics, Head of Department
Contact Details: A/Prof Clare Wall, c.wall@auckland.ac.nz, +64 9 923 9875 extension 89875

For questions regarding participants’ rights and ethical conduct of research, contact the Chair, at the University of Auckland Human Participants Ethics Committee, at the University of Auckland Research Office, Private Bag 92019, and Auckland 1142. Telephone 09 373-7599 ext. 83711.
Email: ro-ethics@auckland.ac.nz

Approved by the University of Auckland Human Participants Ethics Committee on 16-May-2019 for three years, Reference Number 022980