

Participant Information Sheet

Project Title: *In Search of Meaningful Food*

Researcher: Francesca Zampollo

An Invitation

You are invited to take part in this research project that will enhance our understanding of what makes food meaningful. My name is Francesca Zampollo, and I am an independent researcher. My interest with this research is to listen to people describing the food that is most meaningful to them, to try and discover the reasons why that food becomes meaningful.

It would be great if you chose to share your meaningful food stories with me, with the research community, and possibly with the world. Participation is absolutely voluntary, and you can withdraw your video at any point.

What I am looking for

I would like you to make a simple **2-4 minutes video** where you answer to this question:

What is your most meaningful food, and why? Show me/describe the food, and the reasons why it is meaningful to you.

Videos can be quickly made with your camera phone. It would be ideal if you could show me the food in your video, or maybe just a picture of it, or at least try to give a detailed description.

Remember: I am interested in stories of **meaningful** food, not **favorite** food. People's meaningful food is not necessarily their favorite food. Your favorite food is the food you'd eat all the time because you love it... Like pizza for me! I'd eat it every day! But it's not particularly meaningful to me. Meaningful food is the food that means something... And it usually becomes meaningful 'because of something'... A specific flavour, a location, a person (who prepared it or with whom we ate it). Meaningful Food is all about the **story** behind that food.. The reason why it became so meaningful and so embedded in your memory: that is the interesting part! That part, that story, is always, always, always emotional and beautiful.

Your meaningful food will be from one of three categories:

1. Home Made: this is anything that was prepared/cooked without the intention of selling it. This is food usually (but not exclusively) made by someone you know.
2. Catered Food: this is what you eat in establishments like restaurants, cafes, canteens, etc. This is the food that usually is prepared to be eaten from a dish, but it can also be something produced in this establishment's kitchen, but packaged for you to take away.
3. Industrially Produced Food: this is the food that (almost) always comes in a packaging, and is sold in supermarkets. This is the food you buy and eat somewhere else.

You don't really need to worry about these different categories; this distinction is just to give you an idea of how broad the concept of food can be. Whatever your meaningful food is, send in your video!

How you can participate

- **Think about your meaningful food:** what is the food that really means something to you? What is the food that you remember eating? What is the food that you'll never forget? Think about the reasons why it is so meaningful to you: is it the flavour? The texture? The smell? Is it the environment you ate it in? The service (if applicable)? The atmosphere? Is it the people you were eating it with? The people/person who cooked it? What is the story behind this meaningful food: what happened? Who were the characters in this story? What did you feel? What emotions were created in that moment?
- **Make your video:** use your phone or your laptop or anything easy for you. Answer to this question: *What is your most meaningful food, and why? Show me/describe the food, and the reasons why it is meaningful to you.* In the video say (or write) only your first name or nickname, and your country of origin. Make sure in your video it's only you, and nobody else in the background (who didn't given their consent to be in this video!) If you don't feel comfortable showing your face in the video, you can for example show the food only, and talk about it from behind the camera. This research, as well as the final Video I will be making, is published in English, so **English competence is necessary.**
- **Send me an email:** send me an email at francesca.zampollo@gmail.com letting me know you are interested in participating sending your video.
- **I will reply to your email with a Consent email** to explicitly allow me to use your video for this research. You just need to reply to the email adding your name at the end. Your email address is a sort of digital signature. The text of the consent form is included below under Important Terms and Conditions.
- **You reply to the Consent email and send me the video at your earliest convenience.**
- **Once I have both I will publish the video on my YouTube channel** called *Francesca Zampollo*, and possibly on the project's website: www.insearchofmeaningfulfood.com

How will your privacy be protected?

In your video you should only say your first name or a nickname if you prefer. Your email address will be kept confidential and I will only use it to communicate with you after you have written to me indicating your intention in participating to this study by sharing your video.

If you do not want to appear in the video, you can show the food and talk so it is possible to hear your voice explaining it but without seeing you.

Due to the nature of this project, anonymity cannot be guaranteed, but your name and your email address will be treated with confidentiality.

Important Terms and Conditions – Participant Consent

By sending me your Consent Email, you declare the following:

- I am 16 years old, or older.
- I have read and understood the information provided about this research project.
- I have had an opportunity to ask questions and to have them answered.
- I understand that my email address will be kept confidential. Francesca Zampollo will use it to communicate with me about the outcomes of the project.

- I understand that the audio of my video can be transcribed for data analysis as part of this research project, and that the transcription can be used in future publications like academic articles, book chapters or books.
- I understand that my video will be uploaded on the YouTube channel *Francesca Zampollo*, and possibly uploaded on the project's website: www.insearchofmeaningfulfood.com
- I understand that my video/image will be shown as part of this research in future Exhibitions, talks and publications (e.g. books or articles for magazines or blogs). I understand that my video/image might be used for future Food Design related projects.
- I understand that in the video I should only say my first name or a nickname, and my Country of origin, and I understand that these information I choose to provide in the video itself will be published on YouTube and on the project's website.
- I assign the copyright of this video to Francesca Zampollo, to use it as part of this project and any other reproductions or adaptations from them now and in the future.
- I understand that I may withdraw myself or any information that I have provided for this project at any time, without being disadvantaged in any way.
- If I withdraw, I understand that all relevant information including tapes and transcripts, or parts thereof, will be destroyed.
- I agree to take part in this research.

Whom do I contact for further information about this research?

If you have any questions please do not hesitate to contact me at francesca.zampollo@gmail.com