**4. Influences part a: Celebrity, Media & Digital Influences on Food Consumption**

IMPORTANT: Apart from the textual data, we need, per interviewee:

* Up to 3 key search terms for internet searches
* Up to 3 celebrity names
* Up to 3 campaigns or organisations (names or hashtags)

a) Can you tell me about any news stories / campaigns /celebrities / or other events that you have come across that advocate different kinds of lifestyle choices?

b) Can you tell me about any news stories / campaigns / celebrities / or other events that you have come across that advocate changes in food practices?

Do they operate through recipe books / magazine articles / tv / social media etc.?

Have any of these influenced your thinking on good food?

c) When trying to understand “good food”, what might you do an internet search for?

What would be three key search terms you might use?

d) Do you use social media? Which social media do you use? For each – for what purpose do you use each of the platforms? (Prompts: Facebook, WhatsApp, Twitter, Instagram, Wechat, Instagram)

Probe: do you post about your food shopping, cooking or eating on social media?

e) What celebrities talk or post about food. Do they follow them? Agree with them?

Are there any celebrities you follow on social media? Do any of these post about food? Can you name up to 3 that you follow online? (Prompt: names and influences on consumption behaviours). Probe: why did you start following them?

Are they any famous chefs that you particularly like? Do you follow them on social media?

f) Are there any organisations, campaigns or other accounts related to food that you follow on social media? Can you name up to 3 that you follow online? Probe: why did you start following them?

g) Do you use online food or restaurant reviews? How? Do you write reviews yourself? Which sites do you get reviews from? [particularly important for methodology in China because we have no social media access] (In Portuguese: comentários nos sites pelos consumidores)

In addition to the above, in the preliminary analysis flag key topics raised in the 2a interviews to help SV do the hash tag search