**Phase 2a ESRC SCArFE Themes for Interviews (and to thread through into deeper ethnography)**

**1. Project Introductions (including consent to participate, record & archive*)****:*

We are trying to understand what makes ‘good food’ for people in [case study setting]. We’re interested in what you cook, what you eat, where you shop, and how you think about bigger questions to do with our food systems. We’re interested in all the ways people make judgements about what is good to eat and what people value when choosing, cooking and eating food.

a) What is your name (and preferred pseudonym)?

b) How do you identify yourself in the context of [city and case study country]?

c) How do you identify yourself in terms of your social class?

d) How do you identify demographically (probe: age/generation, gender and, if appropriate to ask, race)?

e) What activities do you do online? (prompt: social media, shopping, recipes, restaurant ordering, banking, information, games…)

f) Who is responsible for purchasing food in your household?

g) Who is responsible for cooking food in your household?

h) Tell me your role in the household food consumption

i) How much, approximately, do you spend on food for the household in an average week?

**2a. Food Shopping**

a) Where do you shop for food? (Probe on different types of food shopping and frequency and on issues of convenience, cost, quality and values)

b) Could you tell me more about the foods you would buy in a regular week?

Probes: Do you use a shopping list? Do you stick to the list?

Are there particular branded foods you like to buy?

What convenience foods do you buy? When do you find them most useful?

c) Do you do online shopping for food? What food?

d) What online shopping/ordering websites for food do you use? (key to get this for the China study in particular)

e) Do you ever use barcode- or QR code scanning with your mobile? For what purposes?

f) How often you cook at home? How often do other family members cook at home?

Probes: Which meals are most likely to be cooked from scratch?

How much time do you spend preparing a meal?

**2b. Eating Out and Ordering in**

a) When, in an average week, would you get food delivered, or buy a take-away or other ready-made foods?

Probe: What kinds of foods? Which companies do you use?

b) How often do you eat out?

c) If you eat out, where do you go? Probes: cafes, restaurants, street food, friends and family?

d) When eating out, is there anything that matters to you in terms of choosing restaurants and food?

Probe: How do you find out about good places to eat?

**3. Food Values, Care and Ethics**

a) What do you consider when choosing the ingredients to prepare a meal?

b) When you choose food, is there anything that matters to you about how and where that food was produced?

(Probe: issues of production methods, sustainability and labour)

c) [If the household has two or more people], tell me about whether household members have different food values and/or considerations?

(Probe: how these different value and considerations are balanced within the household)

d) Are there any foods carrying particular ethical or sustainability labels/standards/initiatives that you and/or household members look for on foods that you buy?

(Probe: details, which products, and reasons)

e) What are your views on the following ethical/sustainability labels and/or initiatives?

[Each case study team should list here 5 or 6 labels and/or schemes/initiatives (e.g. Fairtrade, local produce, animal welfare, organics, sustainability initiatives) that Phase 1 identified as having traction/popularity with consumers. If any of them have already been mentioned unprompted by the interviewee in 3e), there is no need to repeat that particular discussion].

f) If you purchase food products associated with any of the above labels/initiatives listed in 3e) above, please explain why you purchase them and what influenced you to purchase them.

(Probe: whether there are particular meals where these factors are more or less important).

g) Are there any sustainable/ethical foods you buy that don’t have those kinds of labels?

h) What do you understand as ‘healthy food’?

i) What measures do you take to maintain healthy eating?

j) What issue would you like to see the government take action on (e.g. demand for regulation?) [Note: this question is not only about health, but is broader in scope]

**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) Have there been any news stories / campaigns / celebrities / or other events that have influenced your thinking on good food? (Probe: how did you follow up on this knowledge? E.g. through recipe books / magazine articles / social media etc.?)

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

What would be three key search terms you would use?

c) 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 and eating on social media?

d) Are there any celebrities you follow on social media related to 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?

e) 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?

f) 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)

**5. Influences part b: Food Consumption through Memory, Tradition and Change**

a) Tell me about memories of the kinds of food you ate growing up? (Probe: memories of ‘good’ food)

b) How do your food memories shape your current food choices and values?

c) How has affordability shaped what you ate over time?

d) Can you tell us about particular points in your life when what you cooked or ate changed significantly? (Probe: what factors have driven these changes, e.g. biographical such as having children and/or wider societal transformation such as increasing mobility, national-political shifts in food provisioning associated with the reform era in China and the ending of apartheid in South Africa)

e) What are your views of traditional ideas about good food and healthy food (e.g. the Chinese tradition that we should eat food according to the solar terms)?

f) In what ways do you incorporate food traditions into your current everyday food purchase, cooking and eating? (Probe, for example, case in China where people who once resided in urban areas return to the countryside to engage in crop farming to have a self-sufficient, idyllic life)

g) If you and/or your household members have different food values/come from distinct food cultures (e.g. South China versus North China; vegan vs. non-vegan; organic-oriented vs. organic unconscious), tell me about those cultures and how they shape everyday household food consumption?

h) Tell me about any international influences on your food choices at an individual and a household level.

i) What do you think about the modern westernized, nutrition-based, and medical treatment of food health nowadays (e.g. The Chinese Dietary Guidelines, the KFC advertisement on its nutritious and healthy breakfast, the better milk powder abroad, etc.)?

**6. Consuming Food on Special Occasions and According to Aspiration**

**[If short of time, this is the section of questions that can be left]**

a) Tell me about the food you purchase, cook and eat when you have parties or guests and when you give gifts. (Probe: whether it matters who is coming/receiving; how long you spend preparing the food; how much money would you spend on that food compared to ordinary daily/weekly shops)

b) Overall, how would you ideally like to eat?

c) Do you envision yourself eating differently in the future and, if so, why?

d) If you had the money and time to shop wherever you wanted, where you would you shop, what would you shop for, and why? (Probe: on kitchen practices and what would change in the way food is prepared too?)

**7. Interview Close**

a) Would you be willing to participate in [deeper ethnographic work]?

b) Please indicate your income category from the list below – [Each case study team to create a list of the key income groups, as per guidance on targeting the middle classes].