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Parent Information Statement for the Research Project: Food marketing on social media

Your child is invited to participate in the research project identified above, which is being conducted by researchers from the University of Newcastle (UON) and Wageningen University & Research (The Netherlands). The research is part of Daphne van der Bend's PhD studies, supervised by Dr. Tamara Bucher and Dr. Vanessa Shrewsbury from the School of Health Sciences (UON), and by Dr. Ellen van Kleef from the Department of Marketing and Consumer Behaviour at Wageningen University & Research (The Netherlands).

Why is the research being done?

The main purpose of this research is to explore how foods and beverages are advertised to teenagers on their social media platforms.

Researchers have only limited understanding of how food is advertised on social media and how this affects the eating behaviours of teenagers. This project will provide the researchers with better insights into the food advertisements targeted to teenagers on their social media platforms. The results will enable the researchers to develop strategies to help teenagers identify food advertisements on social media, resist food advertising pressure, and improve their diet quality.

Who can participate in the research?

We are inviting 13 to 16 year olds who are active on social media (for example YouTube, Instagram, Snapchat or TikTok) at least once a week to participate in this study.

What would your child be asked to do?

Before the study

If your child is interested in participating in this study and you agree on their participation, you and your child will first be directed to online consent forms. Once these online consent forms have been completed by both you and your child, your child will be directed to an online survey with questions about their age, gender, postcode, and social media use. Completing this questionnaire will take no longer than 10 minutes. Based on your child's answers to the online survey we will determine whether they can participate in the study. After the survey has been filled out, your child will also get the opportunity to book a date and time for the Zoom meeting (an online video conferencing program), which will be accessible through a link sent to your child by the researcher.

During the study

For the Zoom meeting, we ask your child to open the Zoom link on the device they usually use to access their social media (e.g. mobile phone). The session on Zoom will take no longer than 45 minutes in total, and will be screen recorded. At the beginning of the Zoom session, your child will be asked to share their screen with the researcher. Screen sharing is a function in Zoom which enables the researcher to see the screen of your child's device on which the Zoom meeting is active. Next, the researcher will ask your child to (consecutively) open their favourite social media platform(s) and scroll through their feeds for 10 minutes per platform. During the scrolling activity, the researcher will point out a few examples of food advertisements on your child's social media. After the scrolling activity, your child will be asked to stop sharing their screen, and the researcher will ask them a few questions about their awareness and appreciation of social media advertisements. During this last part, which takes about 10 minutes, your child can choose to either turn their video off or leave it on.

After the session

In the two weeks following the Zoom session, two researchers from our research team will look at the Zoom screen recordings of your child's social media feeds and independently select all food advertisement content as screenshots or screen recordings to use in the data analysis. Non-food advertisement and other private data will be securely deleted.

What are the risks and benefits of participating?

As mentioned above, only food advertising content from your child's social media will be used for final analysis, and no private data. More specifically, two researchers from the research team will select all posts containing food advertisements and de-identify these in the two weeks after the scrolling session. At the end of this Information Sheet you'll find some examples of social media food ads, and how they will be de-identified. Once we have all de-identified food advertisement posts, we will delete all original screen recordings from the University server within 14 days after the scrolling session. Still, we are aware that the viewed feeds may contain sensitive information about your child or others. Therefore, the researcher will handle all private information on your child's social media sites confidentially. This means that the researcher will not discuss any of your child's feeds with others, also not with other members of the research team, unless your child appears to be at risk of serious and immediate harm. In this case, the researcher will first discuss it with the research team and/or directly contact you. Besides this, the research team has experience working with younger children and adolescents, and will also be able to provide any support to your child if needed, i.e. telephone numbers, help lines or links to specific websites.

Participating in this research has a few benefits. After participation your child will receive a \$60 Kmart gift card. Also, during the session your child will learn more about and become aware of different food advertisement tactics used by marketers. Your child is contributing to research that will lead to a better understanding of how food is advertised to teenagers on social media, which will be used in future studies to develop strategies to help teenagers eat more healthily.

What choice does your child have?

Participation in this research is entirely your child's choice. Only those who give their consent will be included in the project. If you and your child have consented to participate in the research, you or your child may withdraw from the project at any moment up to the point of publication of the results without giving a reason. This includes the option of halting and withdrawing the recording of your child's social media feeds during the social media scrolling session on Zoom, but also after this session. Once we have viewed your child's original screen recording(s) after the Zoom session, we will make screen shots or keep recordings of food marketing, which we will de-identify. Next, we will securely delete the rest of the recording. We will send your child a notification by email to confirm this has occurred, and your child will receive a link to all selected de-identified screen shots and recordings of his/her social media feeds that will be used in data analysis. If at this moment your child would want us to delete certain screen shots and recordings, he/she will be able to do so by contacting us via phone or email (see contact details of main researcher Daphne van der Bend below). Declining participation or withdrawing from the project will not

negatively affect your or your child's relationship with the University of Newcastle.

How will your child's privacy be protected?

The Zoom recordings will be stored on the secure cloud environment of the University of Newcastle, which means that they are password protected and only accessible by the main researcher. For more information about the security of the Zoom platform see <https://zoom.us/security>. Moreover, we are only interested in collecting the food advertisements and will not use any private data such as names or faces of your child's friends, messages to friends, or personal photos or videos. Also, once we have selected all food advertisements from the screen recordings, we will de-identify all private information and delete the original screen recordings within a maximum of 14 days after the scrolling session. Moreover, the final recordings are not linked to your child in any way as only their gender, age and postcode are collected.

All data that we collect will be stored on a password protected University of Newcastle (UON) secure server, which is the default storage solution as research data is being acquired and analysed, and accessible only by the research team. It is located within UON's secure IT environment and provides the collaboration tools that the research team require to work with and share data effectively and securely. Once the researchers have selected and de-identified the posts containing food advertisements specifically, no person will be identifiable in the data files or published reports. After the active phase of the research project, the de-identified data will be retained securely for a minimum period of 5 years from completion of the research and managed/stored in accordance with the University's Research Data and Materials Management Guideline (see <https://policies.newcastle.edu.au/document/view-current.php?id=72>) or any successor Guideline, and applicable University of Newcastle policy provisions (as amended from time to time). Access to any identifiable data will be limited to members of the research team, unless you have consented otherwise, except if required by law.

How will the information collected be used?

The food advertisements that we collect from the screen recordings will be categorised based on their characteristics. All information about the advertisements will be put into one large data file which will be used to analyse what type of foods are being advertised on social media, how they are advertised and what format is used.

The data collected from this study will help the research team to define research priorities and develop strategies that make teenagers more capable of identifying food advertising on social media and resisting food advertising pressure. The results will also inform future research on social media food advertising targeted to teenagers, through journal publications, conference presentations and in a thesis for Daphne van der Bend's degree.

If you would like to receive a summary of the general findings of this study, you or your child can contact the main researcher Daphne van der Bend by email (daphne.vanderbend@uon.edu.au) 6 months after participating in this study.

What do you need to do to participate?

Please read this Information Statement and be sure you understand its contents before you consent to participate. Also, please discuss the project with your child before making a decision. Where a parent/guardian consents to their child participating, the final decision will rest with the child.

If you and your child agree to participate, please complete the attached consent forms and return them to daphne.vanderbend@uon.edu.au. The consent forms will not be shared with others except for the research team. After obtaining both completed consent forms, Daphne van der Bend will send your child an online questionnaire by email. Once your child has filled in the questionnaire, the principal researcher will contact you.

Further information

If you would like further clarification of any of the information in this document, please do not hesitate to contact Daphne van der Bend (see contact details below). If preferred by you or your child, Daphne can

schedule a Zoom meeting to answer any questions you may have about the study. Thank you for considering this invitation.



Miss Daphne van der Bend
PhD Candidate and Principal Researcher



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Project Supervisor

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Complaints about this research

This project has been approved by the University's Human Research Ethics Committee, Reference No: H-2019-0309. Should you have concerns about your rights as a participant in this research, or you have a complaint about the manner in which the research is conducted, it may be given to the researcher, or, if an independent person is preferred, to the Human Research Ethics Officer, Research Services, NIER Precinct, The University of Newcastle, University Drive, Callaghan NSW 2308, Australia, telephone (02) 4921 6333, email Human-Ethics@newcastle.edu.au.

Examples of social media food marketing content, including de-identification of private content

